Add life to every listing.

Matterport®

A step-by-step guide to capturing your listings.



Welcome to your go-to guide for transforming real estate listings into immersive 3D tours using Matterport.

This guide is perfect for both beginners and experienced users. It covers the essential features of Matterport's platform, helping you create 3D virtual tours to sell homes faster and secure more listings.

Why Matterport?

Matterport isn't just about visuals; it's about creating an experience. From virtual walkthroughs to detailed floor plans, Matterport ensures every property stands out in a competitive market.

Increase interest.

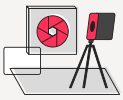
Listings with a Matterport 3D tour get 4x longer views online than listings without one.

Attract qualified buyers.

95% of home shoppers are more likely to call about properties with 3D tours.

Sell faster.

71% of home shoppers say they would make an offer on a property using only a 3D tour.



Step 1: Choose your hardware.

Start by determining which capture method is right for you.



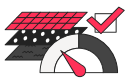
Step 2: Choose your subscription plan.

Select the subscription plan that best suits your needs.



Step 3: Start capturing.

With your hardware and plan selected, it's time to get hands-on.



Step 4: Maximize your tours.

Get the most out of Matterport with features that you won't find anywhere else.



Step 5: Share and analyze.

Instantly publish your digital twins.

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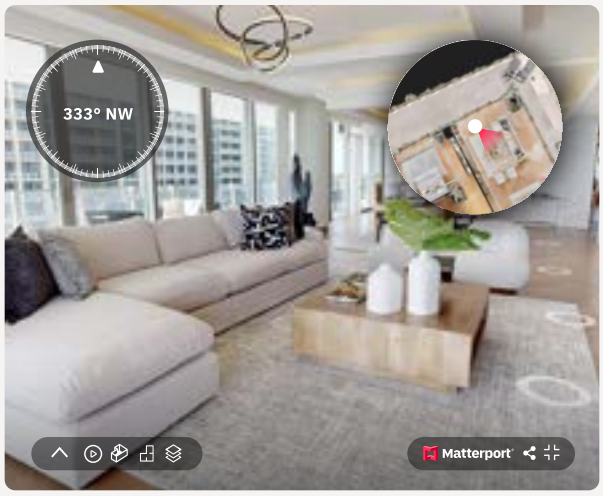
Step 1: Choose your hardware.

Start by determining which capture method is right for you.

- **Desired image quality.** From smartphone capture to next-gen Pro3, our camera lineup offers a range of quality, accuracy, and resolution to fit your needs.
- **Speed of capture.** Each camera captures at different speeds. A smartphone paired with Axis captures at ~28 sec/scan where a Theta X captures at 3-5 sec/scan. Keep this in mind in relation to the size of properties you're listing or how much time you have to spend scanning.
- **Ideal spend per listing.** A Ricoh Theta X, for example, would pay for itself in just over 3 listings.
  (If you pay on avg. $199/listing from a 3rd party capture.)

Use our camera comparison tool to decide on the best device for you: **matterport.com/cameras**.





Step 2: Choose your subscription plan.

Select the subscription plan that best suits your needs.

- **Your office size.** Consider the number of users and number of listings you will be capturing. Plans range from 5 to 150 active 3D tours and up to 10 users.
- **Enhancement capabilities.** Each plan features enhancements for your tours to improve the buyer and seller experience. Tag key features, add your business card, or get a free floor plan. Choose the right plan based on your needs.
- **Monthly budget.** Our plans range as low as $9.99/month to $55/month, or get started for FREE. Yes, free.

To view our subscription plans visit:
matterport.com/plans



For a Quick Start

Axis + Free Plan is an affordable way to test the waters and share tours.



For Small Teams

Ricoh Theta X or Z1 + Starter Plan is optimized for speed and quality.



For Large or Advanced Operations

Pro2 and Pro3 + Pro Plan offer professional-grade features.

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Step 3: Start capturing.

With your hardware and plan selected, it's time to get hands-on. Let the app guide you as you move your camera through the space.

- **Download the app.** The Matterport app will work in tandem with your camera as you scan your property.
- **Set up your camera.** Attach your camera to the tripod and ensure it's stable.
- **Capture your space.** Position your camera every 5-6 feet as though you're walking a client through the property.
- **Upload your tour.** It takes just 2-3 hours on average to process your scans turning your property data into a 3D model ready to share and publish.
  Upload time varies by model size.



Visit Matterport Academy for capture tips:
matterport.com/matterport-academy

Step 4: Maximize your tours.

Get the most out of Matterport with features that you won't find anywhere else.

- **Enhance your spaces.** Customize your tours with embedded videos, quick links, automatic property descriptions, and more. Plus, access accurate measurements directly from your tour. Even order a schematic floor plan with your logo.
- **Property Description.**
  Take the work out of wordsmithing while supercharging your listing description. Automatically generate property descriptions based on intrinsic data captured in each digital twin.
- **Defurnish.**
  Defurnish your spaces with the click of a button - no need to spend time, money, or effort to manually clean or digitally alter them.



Learn more about our latest tools: **matterport.com/releases/2024-fall**

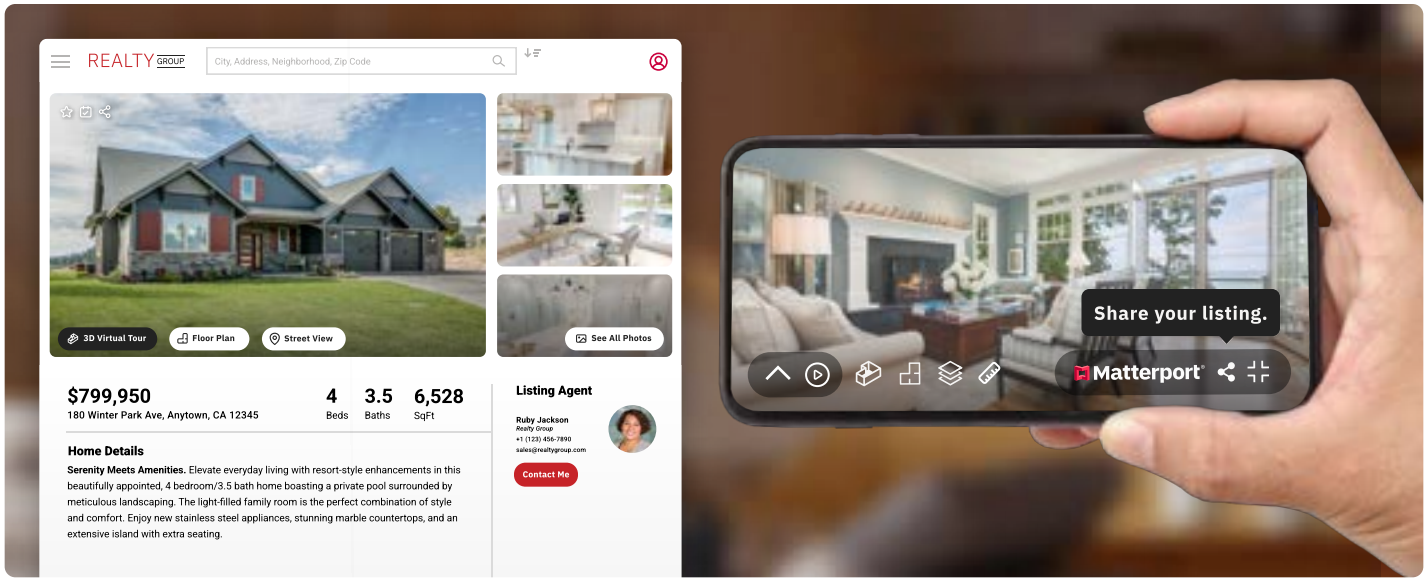
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Step 5: Share and analyze.

Instantly publish your digital twins.

- **Publish and share.**
  Matterport 3D tours can be uploaded to all major real estate platforms like your local MLS, Realtor.com, Homes.com, and your personal website.
- **Share on social media.**
  Share interactive versions of your listings to Instagram and Facebook. Get in front of more customers to boost your brand presence and speed up sales.
- **Analyze traffic and performance.**
  See how many people are viewing your tours, how long they're staying, and more with built-in analytics tools.



Get started today.

Transform your marketing strategy with Matterport's intuitive solutions. Whether you're new to 3D capture or refining your skills, our bundles and add-ons are here to elevate your listings and take your business to the next level.

Ready to captivate your clients with stunning 3D tours? Choose your Matterport bundle today and start capturing!

Visit matterport.com/agentdiybundles

Watch to learn how easy it is to set up your camera, connect, and start capturing.