SkyNAV™

THE FUTURE OF REAL ESTATE MARKETING

HOME BUYER'S JOURNEY NOW

BROCHURES

PROMO ITEMS

GOOGLE MAPS

MAGAZINES

GOOGLE SEARCH

BILLBOARDS

GOOGLE STREET/
SATELLITE VIEWS

DOWNLOADABLE
PDFS AND
PRINTED SLICKS

DIGITAL
ATTACHMENTS

EMAIL/SOCIAL
CHANNELS
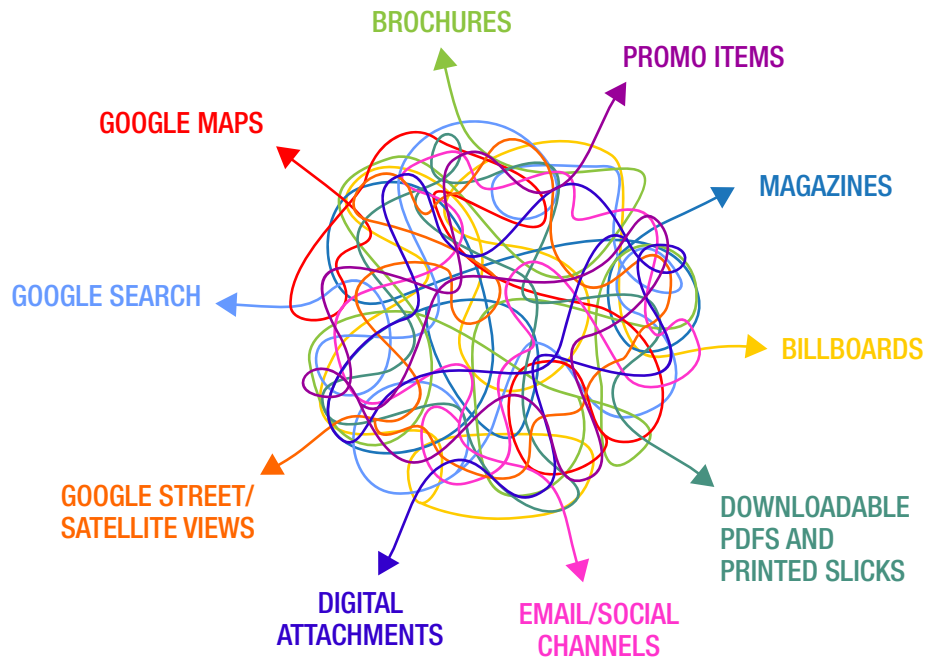
DIRECT FLIGHT WITH SkyNAV™
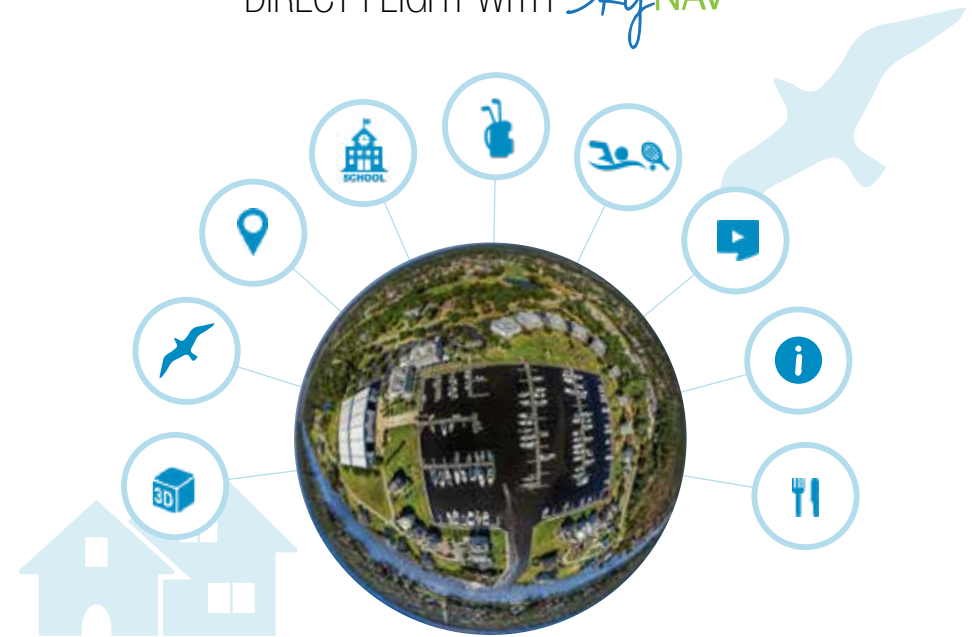
3D IMAGES • 360° VIDEOS • SKY TO GROUND VIEWS • INTERACTIVE MAPS
SCHOOLS • GOLF • SWIMMING/TENNIS
VIDEOS • LOCAL ATTRACTION INFO • DINING • VR

PAIN POINTS:

1. Static images do not give potential buyers a good indication of depth, space and proximity
2. Sales Team is wasting time and money showing properties to less qualified buyers
3. Stand out in a crowded market
4. Hard to attract out-of-state prospects

THE SKYNAV DIFFERENCE/(BENEFITS FOR PLANNED COMMUNITY MARKETERS):

1. Immerses potential buyers into the landscape and allow them to interact with features and available listings
2. Generates high-caliber leads
3. Saves the sales team time and money
4. Attracts out-of-town buyers
5. Generates interest before development/ construction is finished

Visitors can be immersed completely with high quality 3D visuals

Allow visitors to watch your entire video library within the tour

Visitors can click on amenities via an image, description and link

Immerse visitors with 360° digital assets images, video

Allow visitors to quickly locate dinning spots around your community

A tropical way to show the visitor to check out a ground view

A whimsical way to show the visitor to check out a sky view

Show prospets where nearby schools are located

Show visitors aerial and ground views of golf courses

Show guests where recreational facilites are in the neighborhood

Allow visitors to experience your community in Virtual Reality (VR)

SkyNav™

HIGHLY ENGAGING & INTERACTIVE WEBVR
Experiences

With our own proprietary service SkyNav™, we're taking virtual reality to the next level with sky to ground 360° 3D tours that are incredibly immersive and VR ready. Our proprietary programming allows for a one of a kind user experience that is guaranteed to convert users into customers. We are fully FAA (part 107) certified, and NCDOT approved.

Why You Need SkyNAV™

BENEFITS FOR COMMUNITY MARKETERS

58% of all generations find their home on mobile

29% more people viewed a 360° video than the same video in traditional format

45% 360° photos perform 45% better than conventional pictures

Case Study

ST. JAMES MASTER PLANNED COMMUNITY

ST.JAMES PLANTATION

SKYNAV PROJECT:

St. James Plantation – Master Planned Community of over 6,000 acres located near Southport, NC.

OBJECTIVE:

1. Keep on cutting edge of technology with an immersive one-of-a-kind experience for visitors. SkyNav met this solution
2. Use technology to meet and exceed sales goals
3. Stand apart from competition

PROJECT DETAILS:

- 14 aerial 360° Panoramas
- 17 ground 360° Panoramas
- 4 embedded YouTube videos
- 22 Information (pop-up) beacons
- 10 VR frames

RESULTS:

"We have more showings booked as a result of SkyNav, and it's only been live for 4 weeks"
– Dan Kingsbury, VP Sales & Marketing, St. James Plantation

"It's the first time in 10 years we have seen this much excitement for a sales tool"
- St.James Plantation sales staff.

3rd highest

In just 4 weeks St. James Plantation SkyNav tour became 3rd highest most trafficked page on their website.

26 Minutes
Average time on site

Their SkyNav tour enjoys highest "time on site" over any page on the site.

- All Other Pages: Site Avg. 1 minute.

SkyNAV™

NO APP? NO OCULUS? *No Problem!*

With SkyNav's innovative technology and the use of HTML 5, our tours are completely web based, bringing WebVR to the forefront of integrated virtual reality. No downloadable app, no exclusive delivery device, just you, cardboard and your smartphone.

- No App needed
- No Oculus needed
- IOS/Android, desktop, tablet
- HTML 5

SkyNAV™

TAKE *Flight* NOW!

SkyNAV™

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