Property Visual Finder

Discover a Home with Character. Not Just the Basics.

Good quality photos play a crucial role in property listings

In today's real estate market, where renters and buyers begin their property search online, photos are an essential part of the home research journey.

- 94% of buyers were more inclined to view a property that was marketed with high-quality photos and/or a video tour[1]
- 78% said they'd be less likely to view a property if the photos were of poor quality[1]
- 93% of respondents said they formed an opinion of a home based on the imagery[1]
- 87% of home buyers considered pictures as very useful in a listing[2]
- 63% of 2020 homebuyers made an offer for a property they still hadn't seen in person[3]
- 62% of buyers said they'd make an offer below the asking price if the pictures were of poor quality[1]
- 60% of UK consumers think that Estate Agents' Photos Are Very Poor To Average[4]

[1] Giraffe360 Survey, 2022

[2] National Association of Realtors, 2019

[3] Redfin Survey, 2021

[4] EstateAgent Today, 2017

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Renters / Buyers

- They aim to find those properties that meet their needs, but they are faced with an endless list of available options.
- Inconsistent photos quality, making it difficult to gauge the property's true condition, leading to confusion or missed opportunities.
- Time-consuming search spending a lot of time sorting through listings to find ones that seem to match their needs. They may have to visit numerous properties in person, only to discover that many don't meet their expectations based on the photos.
- Difficulty to compare properties without a standardized way to evaluate listings visually, they may struggle to prioritize which properties to prioritise for viewing.
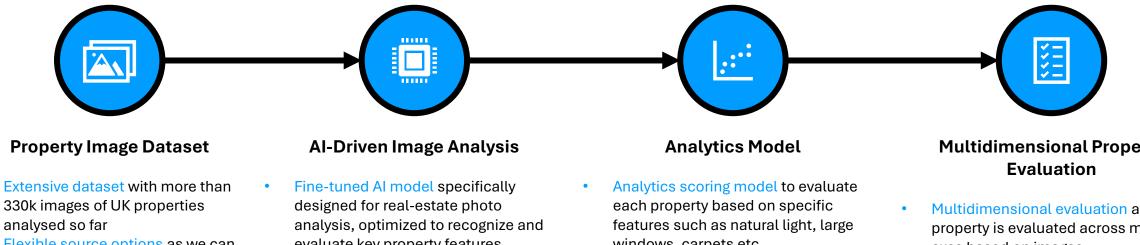
Real Estate Agents

- In a highly competitive market, capturing renters' and buyers' attention and generating interest from the very first glance is crucial.
- Meeting market expectations, where failure to provide sufficient, high-quality images can lead to lost opportunities as buyers or renters opt for listings that offer better visual representation.
- Lack of photo consistency may cause some listings to perform poorly compared to others, even if the properties are of similar quality.
- Inefficient use of time and frustration, as they may spend hours showing properties to potential clients, only to have the buyer or renter realise the property isn't suitable within minutes of the viewing.

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Property Visual Finder Solution Overview

An AI-Powered Property Photo Evaluation and Scoring Solution to Minimise Mismatched Viewings

Property Image Dataset

- Extensive dataset with more than 330k images of UK properties analysed so far
- Flexible source options as we can analyse both publicly available or private photos (e.g. specific to Real Estates)
- No pre-processing is required as the solution is designed to work with raw images
- Scalable to different markets, currently expanding to Greek real estate market

AI-Driven Image Analysis

- Fine-tuned AI model specifically designed for real-estate photo analysis, optimized to recognize and evaluate key property features
- Tailored prompt engineering to interpret images and ensure that the analysis is highly specific and relevant to real estate market
- Adaptability to the market needs, as the model can evolve, and new features can be added allowing for further customisation
- Automated, scalable and consistent image analysis for standardized scoring

Analytics Model

- Analytics scoring model to evaluate each property based on specific features such as natural light, large windows, carpets etc.
- Standardised scoring system across all properties, allowing for consistent evaluation and easy comparison between listing
- Data-driven insights that can help agents and renters/buyers identifying the right properties

Multidimensional Property Evaluation

- Multidimensional evaluation as each property is evaluated across multiple axes based on images
- Feature specific sorting based on user preferences, finding the properties that match user preferences quickly
- Direct, data-driven comparison between listings, making it easier to identify the most suitable property choices

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Thank you!

Learn more about our products and solutions at orbiont.com