

IMAGES PROVEN TO BOOST LISTING PERFORMANCE

In 2018, Tobii Pro, a leading eye-tracking company, compared photography solutions to determine which was most effective at capturing buyers' attention.



Two-thirds of homebuyers preferred **Virtuance's HDReal® images** over any other photography solution shown.



Virtuance's images were noticed **more quickly** and **held attention longer** than images from competitors.



The **#1 viewed image** was powered by Virtuance's HDReal® technology.

Marketing your home with HDReal® images gives you the best chance to sell faster and for a higher sale price by attracting more buyers to your listing!

Tobii Pro's Visual Engagement Opacity Map details participants' overall areas of interest and fixation when viewing 16 images on a singular screen. Virtuance's images ranked first.



1ST EXPOSURE



2ND EXPOSURE

Source: tobii pro

WATCH THE VIDEO
www.virtuance.com/hdreal



VIRTUANCE
BRILLIANT IMAGES FOR REAL ESTATE