

RCE RATES

Matterport 3D Capture

Volume programs available. Dependent on scope and terms.

Base Price ----- **\$450**

Interior Residential and Commercial
Spaces up to 3,000 sf

- 3,000 sf to 30,000 sf: 0.06-0.15 psf
- Rate is dependent on scope
- Spaces over 30,000 sf: Custom rates

Exterior add-on rates dependent on scope

Multi Family ----- **\$360**

Volume space discounts for
more than 3 spaces scheduled for same
day at the same property.----- **\$247**

Exhibits & Showrooms ----- **\$600**

Up to 3,000 sf

- 3,000 sf to 30,000 sf: 0.06-0.20 psf
- Spaces over 30,000 sf: custom rates

**Site Surveys, Loss Claims &
Forensic Site Collection** ----- **\$600**

Up to 3,000 sf

- 3,000 sf to 30,000 sf: 0.06-0.20 psf
- Spaces over 30,000 sf: custom rates

All rates subject to project scope

Matterport Hosting

Hosting on the RCE Matterport Cloud includes licensing, ongoing maintenance, and support for \$60 per model, every 6 months, with volume discounts available for clients managing multiple spaces. Each hosted tour features an interactive dollhouse view, a floor plan view, a unique virtual tour link, and an embed code for seamless website integration. All models are compatible with virtual reality headsets for an immersive viewing experience. Our managed hosting ensures your Matterport digital twins remain accessible, professional, and up to date at all times.

Add-ons derived from the Matterport capture (base rate shown)

e57 File -----	\$149
Data pak -----	\$100
(includes .obj, RCP, colorized floor plan)	
TruePlan™ for Xactimate® -----	TBD
CAD File -----	TBD
BIM -----	TBD
2D Black & White Floor Plan -----	\$45
Colorized Floor Plan -----	\$75
3D Floor Plans -----	\$245
Site Plans -----	\$125
Hi-resolution 360's -----	\$125

LiDAR Services includes e57 file

Base price -----	\$800
Up to 2 hour on site	
Half day -----	\$1,600
Up to 4 hours on site	
Full day -----	\$3,200
Up to 7.5 hours on site	

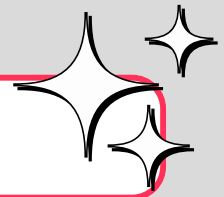
**2D CAD & 3D Revit services available
through RCE vendor partners.**

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ADD-ONS

Matterport Showcase Features

Clickable Media Tags **\$25**

Volume discounts available

Password Protection Available

Integrations

Google Business Profile & Maps **\$125**

Upload to your company Google Business Profile and Google Maps listing.

VRBO & HomeAway **\$125**

Upload to your VRBO & HomeAway listings.

Matterport Virtual Tour Editing & Staging

Editing **\$50**

Rate is based on the number of panoramic images that need to be edited. \$50 minimum charge. TBD on scope.

Virtual Staging **\$250**

Contents added or removed.
Rates based on square footage and begin at \$1.00 per square foot.

Furniture style selections available.
\$250 minimum applies.

Exterior Enhancements

Great for boats and other vehicles where exterior conditions detract from the viewing experience.

Rate determined by number of scan positions to be edited.

Matterport Overlays

RCE partners with leading Matterport-compatible overlay providers to extend the capabilities of the Matterport platform. These enhancements allow for tailored, outcome-driven viewing experiences that meet the unique needs of each client.

E-Commerce Integration

Enable product tagging and direct shopping from within the 3D tour for retail, showrooms, and online catalogs.

Facilities & Asset Management

Add clickable data points, equipment tags, maintenance logs, and floorplan views to support property management and operations teams.

Training & Education

Incorporate interactive pop-ups, embedded videos, and knowledge checks for onboarding, safety training, and virtual instruction.

Accessibility Enhancements

Add features such as audio narration, language localization, and navigation aids to create inclusive experiences.

Renderings

2D Architectural Renderings **\$350**

Matterport 3D for rendered spaces **\$500**

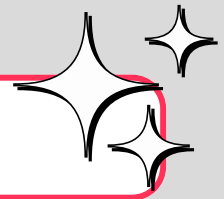
Rate dependent on size and project scope.
based on architectural drawings, material selections and elevations.

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RCE SUPPORT

3D reality capture services for marketing and site documentation
for any real world space.

Our service package includes:

- Scheduling, dispatching and overseeing Matterport 3D and LiDAR capture for requested locations.
- One point of contact for all locations in need of services.
- Dedicated Project Playbook to ensure consistency.
- Post production: Oversight, quality control and support for all models.
- 48 hour delivery, subject to Matterport processing times.
- Support client's efforts by utilizing all available Matterport features.
- Personalized and dedicated customer support and service.
- Additional requests as determined by client needs.

Payment & Cancellation Policy

Unless otherwise agreed upon in writing, Reality Capture Experts LLC requires a 50% deposit at the time of scheduling. This deposit is refundable, minus 50% or \$450 (whichever is greater), if services are canceled or postponed with at least 48 hours' notice.

Cancellations or postponements made without 48 hours' notice are non-refundable. This policy helps compensate our technicians and staff for time and travel already committed.

If no deposit is required or collected, the full shoot amount will be charged if:

1. A technician arrives on-site and the session is canceled (including due to property inaccessibility or the site not being ready).
2. The session is canceled or postponed on the day of service.

A 50% late cancellation fee per unit/property will apply for each technician scheduled if proper notice is not provided.

Travel Policy

Travel includes up to 50 miles round-trip from the assigned RCE office in the scheduled market. Additional mileage is billed at \$1.00 per mile thereafter.

After-Hours Surcharge

Projects scheduled outside of standard business hours may incur an additional fee, depending on technician availability and project scope.

For a complete overview of our policies, please refer to our Terms & Conditions at
<https://realitycaptureexperts.com/terms-conditions>

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ABOUT US

Hello!

Reality Capture Experts LLC (RCE) is a centralized 3D visualization company utilizing advanced laser scanners and 3D camera and software technology to provide multi-location customers with 3D property marketing and site documentation resources for any size portfolio. Our team has been responsible to digitally scan millions of square feet of space including medical facilities, construction sites, large hotels, cruise ships, major commercial and residential sites, as well as homes, resorts and communities devastated by natural disaster.

Because we specialize in multi-location execution for our clients across the globe, we conduct internal technician training with dedicated "field manuals" for every client we service. This produces a consistent, reliable deliverable that enable our customers to have the confidence they need when they hire a service provider. Services supplied by RCE also includes a dedicated project manager that oversees each location, beginning with scheduling, on site access coordination and production, post- production modeling, quality control and final delivery of your assets. You can count on us to produce the highest quality deliverable no matter the location.

All RCE technicians undergo regular training which includes client specific education pertaining to policies and procedures, including observation of all local protocols, with additional training provided based on project scope requirements.

When deploying technicians to any project site, our technicians will consider it a priority to represent themselves as contractors displaying conduct in line with your standards. RCE maintains an unblemished record of success across all the markets and industries we serve. Please feel free to contact any of our past or current clients for a professional reference. A list is available upon request.

We consider it a tremendous privilege to work with our clients in providing services that support their efforts in completing a successful project.

From concept to creation, let us inspire you.



Dustin Gardner & Sherry Rennick
RCE FOUNDERS & CO-OWNERS

**Boots
on the
Ground
200 +**

**Dedicated
Project
Managers
5**

**Centralized
Services
1 STOP**

**Experienced
Since
2015**

Noteworthy Projects

HOME DEPOT

Site Survey:

Existing site conditions for largest home improvement store with over 4,000 3D models delivered in under 90 days. 1,500 locations and 135 million SF captured.

HURRICANES DORIAN & IAN

Loss Claims:

Scanned 100's of Florida condos and Bahamian luxury resort homes in the wake of hurricane damage.

LINDBLAD & NATIONAL GEOGRAPHIC

Marketing:

Capture of luxury expedition ship amenities and guest cabin floor plan options.

IMAGINATION EXHIBITS

Site Documentation & Marketing:

Global capture of pre & post installations for large scale museum exhibits.



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Company Overview

Reality Capture Experts specializes in managed, centralized Matterport capture services, delivering best-in-class digital twins and virtual tours for enhanced property documentation, marketing collateral and forensic photography. Our expertise uncovers unique and creative approaches to your organizational workflow for tremendous cost saving benefits.

Established: 2017

Duns: 110921364

Technicians: 200+

NAICS: 541370, 518210,
541340, 541922

Core Competencies

- 3D scanning & mapping
- Site surveys & 3D visualization
- Digital Twins
- Virtual reality & 360 imagery
- 3D data collection & CAD integration
- ADA compliance support
- Architectural, engineering & construction services including floor plans, CAD, BIM & point cloud deliverables

Market Differentiator

- Largest global provider of 3D reality capture services.
- Skilled with multiple platforms to achieve desired result.
- Early adopter of Matterport 3D technology.
- Diversified, vast relationships with industry supporters, suppliers and professionals.
- Certified for 3D documentation for insurance claims & property restoration ecosystem.
- Established non-profit organization (Reality Capture Experts Network) to support industry best practices and certification, in addition to peer-to-peer mentorship.

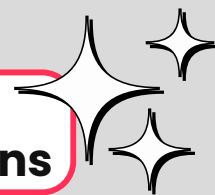
Industry Uses

- Site documentation for asset management, insurance claims and risk assessment.
- Disaster mitigation and crime scene documentation.
- 3D interactive content for global training, collaboration and recruitment.
- Visualization for marketing, advertising and viewer engagement.
- Accessibility support for ADA compliance.

Past Performance

- Spectrum-Charter- 3D models for ISP HUBS
- Imagine Exhibitions- pre and post exhibit installations.
- FIS Global- digitally mapped building infrastructure, from secure facilities to the monitoring systems of ATM machines and credit card processing units.
- Insurance documentation in the wake of Hurricane Dorian (Bahamas) and Ian (Florida).
- Home Depot- Managed 4,000 site surveys over 90 days.
- On-going management of hundreds of commercial and multi-family spaces captured monthly.

The Features of Matterport: Maximize Your Impact with Matterport 3D Solutions



Elevate Your Business with Virtual Tours, Digital Twins, and Immersive Technology for Entire Property Lifecycle

Transform how you document, market, and manage spaces with Matterport's cutting-edge technology. Engage audiences, streamline operations, and enhance collaboration with immersive solutions designed to meet your business needs.

Marketing

Engage and Attract Your Ideal Audience



Boost Engagement

3D virtual tours increase accessibility, build trust, and inspire confidence in your audience.



Improve SEO Performance

3D tours enhance your website's SEO by increasing dwell time and boosting visibility on search engines.



24/7 Open House

Enable prospective clients to explore properties or spaces anytime, anywhere.

Documentation

Streamline Collaboration and Enhance Accuracy



Capture Detailed Site Conditions

Use 3D digital twins to document property conditions with unparalleled accuracy.



Export for Advanced Tools

Seamlessly integrate data into software like SketchUp, Revit, AutoCAD, and Xactimate for comprehensive planning



Foster Remote Collaboration

Share collaboration-ready models that streamline communication with clients and team members.

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Acquisition

Securing the property or land, including evaluations, inspections, and initial investment decisions.

Development & Design

Planning and designing the property, including architectural and engineering processes.

Construction

Building or renovating the property according to the plans.

Marketing & Leasing

Assess performance, gather feedback, and refine strategies for growth.



Property Lifecycle

Operations & Maintenance

Managing the property, including maintenance, tenant relations, and facilities management.

Renovation & Redevelopment

Updating or repurposing the property to meet new demands or extend its lifecycle.

Disposition

Selling or transferring the property to close the lifecycle.

Matterport Services: What to Expect

1



Discovery & Strategy

We start with a consultation to assess your portfolio needs, develop a customized capture plan, and define key deliverables.

Your dedicated project manager serves as a single point of contact to streamline execution across multiple locations.

2



Scheduling & Coordination

We handle all logistics—nationwide technician deployment, site access, and scheduling—so your team doesn't have to.

Expect a seamless and efficient process, regardless of property count or location.

3



On-site Capture

Our expert technicians follow a standardized scanning process for consistent results.

Our time on site is dependent on the size of the space (+/- 30 min per 1,500 sf and is device dependent. LiDAR time is significantly longer.)

4



Processing & Quality Control

We oversee models uploaded to your Matterport cloud account, ensuring quality and readiness.

Our organized communication system provides real-time updates, minimizing delays and ensuring consistency across all locations.

5



Delivery & Integration

Your final assets are delivered within 48 hours and can be seamlessly integrated into marketing platforms, listing services, and internal systems.

Ongoing support ensures your portfolio remains up-to-date and accessible

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Matterport & LiDAR Scanning Device Comparisons

This table does not imply that any measurement within a Matterport model will meet these specs. Many factors come into play. These specs are from single scans in a controlled lab environment. Models with multiple 3D scans outside controlled conditions will impact data accuracy.



Matterport Pro 2

This level of precision is suitable for use cases such as real estate, interior design, and basic spatial planning, where highly precise measurements are not required.

Accuracy at:
5m: $\pm 54\text{mm}$ (1%)

This means that measurements taken at a distance of 5 meters have an accuracy margin of $\pm 54\text{mm}$ (± 2.1 inches), which corresponds to approximately 1% accuracy.

Max range: 5m



Matterport Pro 3

This level of precision is appropriate for a wide range of applications, such as real estate, interior design, and moderate construction documentation.

Accuracy at:
10m: $\pm 20\text{mm}$ (0.2%)

This means that at a distance of 10 meters, the Pro 3 provides measurements with an accuracy margin of $\pm 20\text{mm}$ (± 0.78 inches).

Max range:
20m (processed model)
100m (E57)



Leica BLK360

This represents very high precision at a mid-range distance, making it ideal for applications requiring exact measurements, such as small to medium construction, architectural planning, and engineering projects.

Accuracy at:
10m: $\pm 6.0\text{mm}$ (0.06%)
20m: $\pm 8.0\text{mm}$

Measurements taken at a distance of 10 meters have an accuracy margin of $\pm 6.0\text{mm}$ (± 0.24 inches), which corresponds to approximately 0.06% accuracy.

Measurements taken at a distance of 20 meters have an accuracy margin of $\pm 8.0\text{mm}$ (± 0.31 inches).

Max range; 60m



Leica RTC360

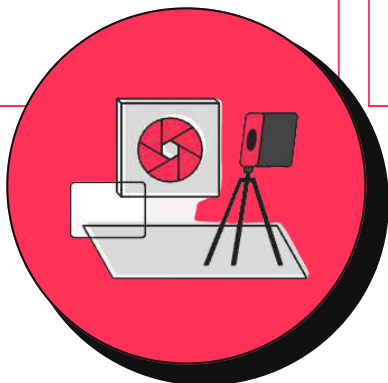
This exceptionally high accuracy makes the RTC360 a leading choice for larger construction projects requiring exact measurements, such as detailed engineering, structural analysis, and heritage preservation.

Accuracy at:
10 m: 1.9 mm
20 m: 2.9mm
40 m: 5.3mm

Measurements taken at a distance of 10 meters have an accuracy margin of $\pm 1.9\text{mm}$ (± 0.07 inches), which corresponds to approximately 0.019% accuracy.

Measurements taken at a distance of 20 meters have an accuracy margin of $\pm 2.9\text{mm}$ (± 0.11 inches).

Measurements taken at a distance of 40 meters have an accuracy margin of $\pm 5.3\text{mm}$ (± 0.21 inches).

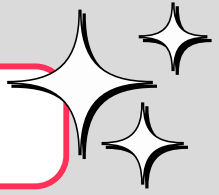


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AEC Asbuilt Design Services Job Scope Dependent on Level of Detail

We provide:

- Floor Plans
- RCP Ceiling Fixture Plans
- RCP Structural Plan
- RCP MEP Plan
- Roof Plan
- Exterior Elevations
- Sections
- Interior Elevations

Basic architectural and structural components (LOD 200)

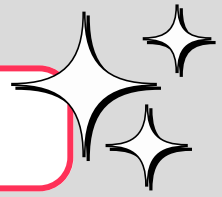
- walls
- columns
- windows
- doors
- floors
- ceilings
- soffits
- exposed beams
- stationary fixtures & equipment

Detailed architectural and structural components (LOD 200 +)

- LOD 200 +
- wall trim & molding
- decorative elements
- detailed fixtures and furniture
- accurate window / door framing and paneling

MEP Add On (must be Leica RTC360 to get these details)

- Detailed MEP runs
- Basic Ducts, Pipes and Conduit >2" + fittings, hangers, cable trays, connections, etc.



Understanding Point Clouds & 3D Scanning Deliverables

A point cloud is a digital representation of a physical space, made up of millions of 3D data points collected using laser scanning or photogrammetry. This data is used in architecture, engineering, construction (AEC), and restoration for precise measurements, planning, and modeling.

Formats & Their Uses

- 1.E57 (.e57) – A universal, highly detailed format that stores point cloud data, images, and metadata, compatible with most CAD/BIM software.
- 2.RCS/RCP (.rcs/.rcp) – Autodesk's native format for ReCap, optimized for direct integration into AutoCAD and Revit.
- 3.CAD Files (.dwg, .dxf) – Used in AutoCAD for 2D drafting and creating precise technical drawings.
- 4.Revit Models (.rvt, .ifc) – BIM (Building Information Modeling) format for designing and managing buildings.

Matterport vs. Leica LiDAR – When to Use Each

- Matterport 3D Scanning provides an efficient, visually rich digital twin with rough measurements, ideal for marketing, documentation, and general space planning.
- Leica LiDAR Scanners (e.g., BLK360, RTC360) capture spaces with millimeter-level precision (1/6 of an inch accuracy), making them superior for engineering, detailed construction plans, and industrial applications where precise tolerances are critical.

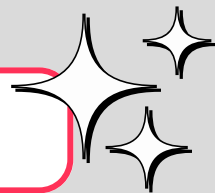
RCE 3D Scanning Deliverables

- Matterport Digital Twins (virtual walkthroughs, OBJ models)
- LiDAR-based E57 Point Clouds for engineering applications
- ReCap RCS/RCP files for Autodesk workflows
- 2D Floor Plans, Site Plans, and BIM Models
- TruePlan™ for Xactimate® (for insurance & restoration)

Disclaimer:

Reality Capture Experts (RCE) provides high-quality 3D scanning and documentation services; however, RCE does not provide licensed architectural, engineering, or land surveying services. While our LiDAR and Matterport scans are highly accurate, they should not be solely relied upon for final construction, permitting, or structural analysis without verification by a licensed professional. RCE assumes no liability for the use of our deliverables beyond the agreed scope of work.

At Reality Capture Experts (RCE), we tailor our scanning approach based on the level of detail required –whether it's a Matterport scan for visualization or a Leica LiDAR scan for precise documentation.



3D Virtual Tours: Matterport Hosting & Maintenance



Why Matterport Hosting is Required

Matterport models are stored on secure cloud servers to ensure accessibility, functionality, and optimal performance. Hosting is required to maintain interactive features, prevent data loss, and provide continued viewing and sharing capabilities.

What the Hosting Fee Covers

- ✓ Secure cloud storage and continuous access to your Matterport model.
- ✓ Ongoing platform updates to ensure compatibility with new technology.
- ✓ Access to interactive features like Mattertags, highlight reels, and measurement tools.
- ✓ Customer support for any hosting or access-related issues.

Options for Clients Who No Longer Host

If a client chooses not to continue hosting, the following options are available:

Archive the Model: The model can be stored offline and reactivated later for a reactivation fee.

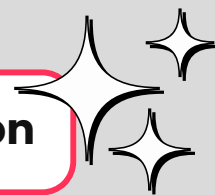
Download 360° Panoramas: Clients can request downloadable 360° image views for static use.

Transfer to another Matterport Account: Clients may request a model transfer to a different Matterport account.

Permanent Deletion: If hosting is discontinued without archival, the model will be permanently deleted and cannot be recovered.

Note: We can upload 360 content to a company or organizations Google Business Profile. This Google tour can then be embedded on any website. No hosting required.

The Power of Matterport for Property Documentation



A Matterport virtual tour is more than just a marketing tool—it's a comprehensive documentation resource that enhances asset management, streamlines operations, and supports risk assessment. Here's how you can maximize its potential:

1. Accurate & Comprehensive Property Records

A Matterport digital twin captures every detail of your space in high-resolution 3D, providing a complete visual reference for property managers, owners, and stakeholders.

2. Streamlined Facility Management

Interactive models allow teams to remotely inspect properties, assess maintenance needs, and plan renovations—reducing site visits and operational disruptions.

3. Improved Risk Management & Compliance

Matterport models provide timestamped, verifiable documentation for safety inspections, lease agreements, and insurance claims, ensuring compliance with regulatory standards.

4. Efficient Space Planning & Renovations

Using precise measurements and 3D visualization, stakeholders can plan renovations, tenant build-outs, and space utilization without relying solely on traditional blueprints.

5. Enhanced Insurance & Loss Documentation

A digital twin serves as indisputable evidence for insurance claims, loss assessments, and disaster recovery—capturing pre- and post-event conditions for streamlined reporting.

6. Simplified Multi-Site Management

For property owners and asset managers overseeing multiple locations, Matterport provides a centralized digital archive to compare layouts, track changes, and coordinate maintenance.

7. Secure & Accessible Data Storage

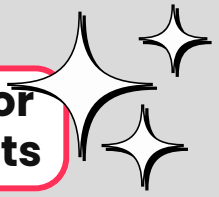
Stored on your Matterport cloud account, digital twins ensure permanent, easy access to property records for reference, audits, and team collaboration.

How to Use Your Virtual Tour for Documentation:

- ✓ Store and organize models in your Matterport cloud account for easy retrieval.
- ✓ Share access with vendors, insurers, or regulatory bodies for streamlined decision-making.
- ✓ Use measurement tools to validate space dimensions for design, compliance, and reporting.
- ✓ Track changes over time by comparing scans before and after modifications.
- ✓ Integrate with CAD, BIM, and facility management systems for advanced planning.

By leveraging Matterport for documentation, you create a smart, digital archive that supports better decision-making, risk management, and operational efficiency.

Documentation, Communication & Marketing Plan for Construction Process Improvement with Visual Assets



Phase 1: 3D Scan Pre Drywall

- Action: Our technician arrives to take a detailed 3D scan of the construction site before drywall installation, capturing structural, electrical, and plumbing elements.
 - Purpose: To create a comprehensive digital representation of the construction phase for reference and planning.
 - Purpose: To facilitate easy remote access and sharing among stakeholders.

Phase 1: Collaboration

- Action: Share the 3D model via **Matterport Cloud account** with tradespeople, designers, the property owner, and other critical stakeholders.
 - Purpose: To review, plan, and ensure all parties are aligned with the project scope and details.

Phase 1: Communication and Feedback Loop

- Action: Enable a feedback loop where stakeholders can provide input, suggest changes, and make informed decisions using the 3D model.
 - Purpose: To facilitate efficient, organized communication, mitigating risk and reducing on site visits and re-work, enhancing project outcomes.

Phase 1: Implementation of Changes

- Action: Apply and document, if needed, the agreed-upon changes to the construction project.
 - Purpose: Facilitate an improved workflow and efficient construction process that has a real time stamp of current conditions.

Phase 2: 3D Scan Post Drywall

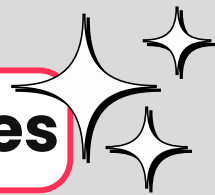
- Action: Conduct a 3D scan upon completed drywall installation.
 - Purpose: To update conditions on site and assist in the design phase.
 - Review Phase 1 Steps

Phase 3: Final 3D Scan for Documentation

- Action: Conduct a final 3D scan upon construction completion to document the finished structure. Review Phase 1 Steps as needed.
 - Purpose: To assist in future maintenance, renovations, and provide a digital record of the building as built. **Duplicate 3D model for stakeholder handover.**
 - Purpose: Provide dynamic visual assets for your company website and collateral for your sales and marketing teams.

Note: 3D scan data from the Matterport capture can be turned into floor plans and CAD ready files for general measurements, within an inch +/- of accuracy. LiDAR capture can be used in tandem with Matterport services for projects needing increased precision and accuracy for building and design.

Matterport: Post Production Features



To maximize customer engagement and create a compelling connection between your showroom and brand, we utilize the following Matterport features:

Dollhouse View

A fully interactive 3D model that allows customers to explore your showroom from any angle, providing a comprehensive understanding of layout and design.

Floor Plan View

A top-down perspective that offers clear navigation and context, ensuring customers can easily orient themselves within the space.

Mattertags

Embedded hotspots within the tour that provide clickable information, including product descriptions, videos, and links to purchase pages, enhancing customer engagement.

Guided Tours

A structured walkthrough that highlights key showroom features and ensures customers experience the most important aspects of your space in a curated sequence.

Virtual Reality (VR) Compatibility

Enables users to experience the showroom in immersive VR mode, offering a deeper level of engagement and realism.

High-Resolution 360° Views

Captures stunning panoramic images of key areas, allowing customers to explore the space with exceptional clarity and detail.

Deep Zoom Capability

Allows users to inspect intricate details of materials, finishes, and product features up close, reinforcing quality and craftsmanship.

Interactive Measurements

Provides accurate digital measurements of furniture, fixtures, and showroom dimensions, assisting customers in making informed decisions.

Integration with Google Street View

Seamlessly connects your virtual showroom to Google Maps, increasing visibility and accessibility for potential customers.

Private and Public Sharing Options

Enables controlled access to the virtual tour, whether for internal use, exclusive client previews, or public marketing campaigns.

Blur Feature

Allows for the blurring of sensitive or unwanted details within the tour, ensuring privacy and compliance while maintaining the overall visual integrity of the space.

Matterport Virtual Tour: Marketing Benefits



A Matterport virtual tour is a powerful marketing tool that enhances customer engagement and strengthens your brand's digital presence. Here's how you can maximize its potential:

1. Increased Online Visibility

A Matterport tour can be embedded on your website, shared on social media, and linked to Google My Business. This improves SEO and ensures your showroom reaches a broader audience.

2. Engaging Customer Experience

Interactive 3D tours allow customers to explore your showroom at their own pace, providing an immersive experience that static images or videos cannot match.

3. Enhanced Lead Generation

By integrating lead capture forms or calls-to-action within the tour, potential customers can easily request more information, book appointments, or make direct inquiries.

4. Competitive Advantage

A virtual showroom sets you apart from competitors, demonstrating innovation and a commitment to providing customers with the best digital experience possible.

5. Social Media & Advertising Integration

Matterport tours can be used in social media campaigns, paid advertising, and email marketing to increase engagement and drive traffic to your showroom.

6. 24/7 Accessibility

Unlike physical showrooms with limited hours, a virtual tour allows customers to explore your space anytime, increasing the likelihood of conversions and purchases.

7. Increased Customer Confidence

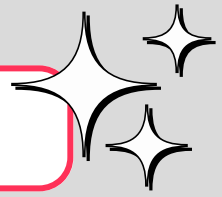
Seeing products and layouts in a realistic, immersive format builds trust and helps customers make informed purchasing decisions.

How to Use Your Virtual Tour Effectively:

- Embed it on your website and optimize it for SEO.
- Share it across social media platforms and link it in email campaigns.
- Include it in Google My Business and online directories.
- Use it as a sales tool during virtual consultations and presentations.
- Promote it through digital ads and targeted marketing efforts.

By leveraging these marketing strategies, your Matterport virtual tour will become a powerful asset in attracting and converting customers.

Preparation Checklist: Marketing



General Preparation:

- ☐ Ensure all surfaces, including all flat surfaces like countertops and desks are tidy.
- ☐ Remove all clutter, including paperwork, personal items, and unnecessary decor.
- ☐ Verify that all lighting is operational and evenly distributed.
- ☐ Clean windows and mirrors to prevent unwanted reflections.
- ☐ Turn off all screens or display a static image if required.
- ☐ Ensure window coverings are consistently open or closed.
- ☐ Unplug and hide any power cords that are prominently exposed.
- ☐ Empty trash cans.
- ☐ Keep all walkways, hallways and aisles clear for a smooth navigation experience.
- ☐ Align rugs properly and ensure they are free of wrinkles or folds.
- ☐ Arrange furniture and displays for a natural and appealing layout.
- ☐ As applicable: Close or fully open (as desired) cabinet doors and drawers for consistency.

Kitchen and Restrooms

- ☐ See general guidelines above.
- ☐ Make sure any sinks are clear and cleaned up, including faucets.
- ☐ Toilet lids should be down, if possible.

Exteriors

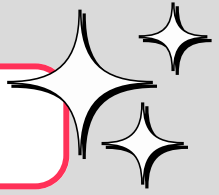
- ☐ Tidy up landscaping.
- ☐ Remove trash receptacles.
- ☐ Stage prominent areas with minimal decor as desired.

During the Scan:

- ☐ The technician will walk the space upon arrival to get a clear understanding of the space.
- ☐ Ensure the space is empty—no people should be in the space during the scan.
- ☐ Turn all ceiling lights ON.
- ☐ Turn all ceiling fans OFF.
- ☐ Open all doors to rooms that are to be included in the tour.
- ☐ Close doors to areas not intended for the tour.
- ☐ Notify the technician of any lights that are on a motion timer.

Following this checklist will help create a seamless and professional Matterport showcase of your space.

Preparation Checklist: Documentation



Upon our arrival, please be prepared to walk the site with the technician to prepare the scanning path and talk over any site specific questions.

General Preparation:

- ☐ Ensure all lights are operational throughout the facility.
- ☐ Notify the technician of any lights that are on a motion timer.
- ☐ Empty trash cans.
- ☐ Turn off ceiling fans.
- ☐ Keep all walkways, hallways and aisles clear for a smooth navigation experience.
- ☐ Open all doors, including storage areas, mechanical rooms, break rooms, restrooms, offices, and production cells as appropriate.
- ☐ Ensure all surfaces, including all flat surfaces like countertops and desks are tidy.
- ☐ Remove all clutter, including paperwork, personal items, and unnecessary decor.
- ☐ Secure access to restricted areas such as IT rooms, utility closets, and hazardous zones.
- ☐ Clearly communicate which areas are off-limits.
- ☐ As applicable: Notify staff to minimize movement during scanning to prevent alignment errors.
- ☐ Cover or remove any confidential information. Note that after the tour is processed we can blur anything that is difficult to hide.

Exteriors

- ☐ Remove or organize an "storage" items or equipment
- ☐ Remove/empty unsightly trash receptacles.

Misc:

- ☐ If available, provide a site map or floor plan prior to scanning for planning scan paths.