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A Story About Making the Sale...

John was very excited. He and his business partner managed to get the first six homes built on schedule albeit just a little over budget. John's idealistic views on what makes a house a dream home sometimes has his partner complaining about costs. From sound dampened hard wood floors, to quartz countertops in the kitchen and bathrooms, and even the putting greens John expertly constructed to blend with the stunning landscaping in the back yards; these houses are unique.

Unwittingly, John had but his new business in a quandary. In building these dream homes, they invested a lot more than other builders in the area did. The Orlando market is flush with new homes, which on the surface, are similar to what John and his partner built, but listed for less.

John and his partner listed the houses in the traditional way and fielded many calls, most of them ending with John trying to sell the value added features saying, *"If you saw it in person you would love it."*

You see, the nature of Orlando is that most new home buyers are coming from other states and they are doing their shopping focused on the most common data points; square footage, rooms, bathrooms, acreage, and the big one—price.

Price is where John lost potential buyers every time. If they could just get some buyers to walk through one of these homes they would get their asking price. With payments due John and his partner decided to bite the bullet and lower their asking price. They'd lose a little on each house but could just call it a rookie mistake. However, before they had the chance to change the listings, kismet struck during a phone call with a potential buyer. *"I'm interested,"* the buyer said, *"Could you send me a link to the virtual tour?"*

After sheepishly admitting that he had no virtual tour to offer, John promised the buyer that he would remedy that situation promptly. After hanging up the phone, John went straight to the Internet and quickly saw the light. He called his partner immediately saying, *"This is what we need, a custom high-end virtual tour!"*



After researching the photographers in the area offering custom high-end virtual tours, viewing **portfolios**, and reading **testimonials**, they decided on someone with education, experience, and creative vision—**Grey Street Studios**.

Grey Street Studios carefully crafted a custom high-end **virtual tour** for each house and surrounding property using expert photography and cutting edge technology. The virtual tour even included some incredible **aerial** shots that allowed John's custom putting green to stand out as a feature, giving him comfort that his instincts were correct.

With the help of the virtual tour, John and his partner were able to sell their first house, and then found themselves on the right side of a bidding war for the rest. Since learning this valuable lesson, John now has the **contact** information for Grey Street Studios handy at all times. Nothing sells a home like a custom high-end virtual tour.

Brian Swartzwelder