



Impact of Virtual Property Tours and Technology on Home-Buying Decisions

A Study of PropTech Adoption and Consumer Decision-Making, with Reference to House of Real Estate

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Abstract

Purpose – This paper examines the impact of virtual property tours and allied digital technologies — including 3D/360-degree walkthroughs, augmented reality (AR), virtual reality (VR), artificial intelligence (AI)-based recommendation engines and digital mortgage integration — on home-buying decisions. It explores how these technologies are reshaping buyer search behaviour, trust formation, engagement and speed of decision-making, with specific reference to an internship undertaken at House of Real Estate.

Design/methodology/approach – The study adopts an exploratory-descriptive design carried out in two phases, a structure informed by the bibliometric-cum-qualitative approach used in prior beauty-influencer marketing research (Shukla and Jha, 2026). Phase I consists of a secondary literature and industry-data review covering global and Indian PropTech adoption trends. Phase II proposes a primary, survey-based investigation to be administered among prospective home buyers and site-visit leads generated by House of Real Estate, structured around the Technology Acceptance Model (TAM), Diffusion of Innovation (DOI) theory and the Theory of Planned Behaviour (TPB).

Findings – The secondary evidence indicates that virtual tours and immersive technologies increase listing engagement, shorten time-on-market, encourage remote and out-of-town buyers to shortlist properties faster, and support (but do not replace) the final in-person evaluation before purchase. Adoption is strongest among younger, digitally native buyers and in metro markets, while tier-II/III markets continue to show gaps in digital trust and literacy.

Research limitations/implications – The paper is primarily literature- and internship-observation based; the proposed primary survey instrument (Appendix A) requires field administration to generate statistically validated, House of Real Estate-specific results. Findings should therefore be read as a conceptual and directional foundation rather than a conclusive empirical outcome.

Originality/value – The paper extends the growing PropTech literature by explicitly linking virtual-tour adoption to the stages of the buyer decision journey, and by translating this into actionable recommendations for a real estate brand's marketing and sales strategy.



Keywords – Virtual property tours, PropTech, home-buying decisions, virtual reality, augmented reality, technology adoption, real estate marketing, consumer behaviour.

Paper type – Research paper (literature review and conceptual framework, with proposed primary research).

1. Introduction

Buying a home has traditionally been described as a high-involvement, high-risk purchase decision, one that is shaped by financial stakes, emotional attachment and the practical difficulty of physically inspecting every shortlisted property. For decades, the home-search journey depended on printed brochures, newspaper listings, physical site visits and the intermediation of brokers and agents. Over the last decade, however, digital transformation has reorganised nearly every step of this journey. The rise of property portals, mobile applications, AI-driven search and recommendation tools, and, most visibly, virtual property tours has changed how buyers discover, evaluate and shortlist homes long before they ever set foot inside one.

Virtual property tours — ranging from simple 360-degree photo walkthroughs to fully immersive, headset-based virtual reality (VR) experiences and augmented reality (AR) overlays that let buyers visualise furniture, finishes or renovations — are now positioned by many developers and brokerages as a core part of digital marketing rather than an optional add-on. This shift accelerated sharply during and after the COVID-19 pandemic, when physical site visits were constrained and buyers were forced to rely more heavily on remote information sources (Puravankara, 2025).

This transition sits within a broader movement often labelled 'PropTech' (property technology), which also includes AI-based property recommendation, big-data-driven pricing and valuation tools, blockchain-enabled title verification, and digitally integrated home-loan and mortgage journeys. Industry estimates place the Indian PropTech market at roughly USD 1.66 billion in 2025, with projections of continued double-digit annual growth as digital adoption deepens across the property purchase funnel (Research and Markets, 2025).

This paper was developed in the context of a summer internship with House of Real Estate, and its purpose is twofold: first, to synthesise existing academic and industry literature on how virtual tours and related technologies influence buyer behaviour and decision-making; and second, to build a conceptual framework and a field-ready research instrument that can be used by the organisation to understand, quantify and act upon the role of these technologies in its own buyer journey. In doing so, the study draws methodological inspiration from bibliometric-cum-qualitative research designs used elsewhere in marketing literature, such as the two-phase secondary-and-sentiment analysis approach applied to beauty-influencer content by Shukla and Jha (2026), adapting that logic to a real estate and PropTech context.

1.1 Background: From Picture-Perfect Listings to Immersive Discovery

Just as the beauty industry has seen a shift from airbrushed, 'picture-perfect' imagery toward authentic, 'real skin' content that consumers trust more (Shukla and Jha, 2026), the real estate industry is undergoing a parallel shift: from static, curated photographs toward richer, more transparent and more explorable digital representations of a property. Buyers increasingly expect to be able to 'walk through' a home digitally, examine room dimensions, natural light and finishes, and gauge whether a property is worth a physical visit before committing time and travel to it. This creates an important research question for marketers: does more realistic, immersive digital representation actually change buying behaviour, and if so, at which stage of the decision journey does it exert the greatest influence?

1.2 Relevance to House of Real Estate

For a growing real estate brand such as House of Real Estate, understanding the marketing impact of virtual tours is directly relevant to lead generation cost, site-visit conversion rates, and the ability to serve out-of-city or non-resident Indian (NRI) buyers who cannot easily visit properties in person. This paper is therefore framed not only as an academic exercise but as an applied internship deliverable intended to guide the organisation's digital marketing and sales-enablement strategy



2. Literature Review

The literature review is organised around five themes: (a) the evolution of technology in real estate marketing; (b) the specific role of virtual tours, VR and AR; (c) the theoretical models used to explain technology adoption and buyer behaviour; (d) the structure of the home-buying decision journey; and (e) the state of PropTech adoption in the Indian market, which forms the operating context for House of Real Estate.

2.1 Evolution of Technology in Real Estate Marketing

Historically, real estate marketing relied on print media, static photography and in-person open houses. The arrival of online property portals digitised listing discovery, but it was the combination of broadband internet, smartphone cameras and, later, affordable 360-degree camera hardware that enabled the mass adoption of virtual walkthroughs. PropTech scholarship categorises the current wave of technologies into several layers: artificial intelligence and machine learning for valuation, market-trend prediction and personalised recommendations; the Internet of Things (IoT) for smart-building and post-purchase management; blockchain for secure and transparent title and transaction records; and AR/VR for immersive property visualisation and design experiences (TechSci Research, n.d.). Big-data analytics further allows brokers and developers to interpret demographic and market patterns to guide investment and marketing decisions (TechSci Research, n.d.).

2.2 Virtual Tours, VR and AR in Property Marketing

A growing body of applied and academic research links virtual-tour adoption to measurable marketing outcomes. Analysing property-level transaction data from Orange County, California, Pant (as cited in University of Iowa Tippie College of Business, 2020) found that homes marketed with online virtual tours closed at prices at least two percent higher than comparable homes without a tour, suggesting that the additional information conveyed by a tour reduces buyer search costs and uncertainty rather than merely serving as a promotional gimmick.

More recent controlled research using data from a major Chinese property platform reached a related but distinct conclusion. Meng and co-authors, publishing in *Information Systems Research*, examined nearly 43,000 listings and found that non-immersive VR tours shortened the average time a property remained on the market from about 34 days to 19 days, while having no measurable effect on final selling price (University of Texas at Dallas, 2025). The authors interpreted this as evidence that VR performs an informative rather than a price-inflating role: it helps well-matched buyers find and commit to suitable homes more quickly, without distorting fundamental property values (University of Texas at Dallas, 2025).

Industry-side analytics reinforce these academic findings. Zillow's 2024 Consumer Housing Trends Report found that a majority of buyers actively sought out listings offering immersive 3D tours, and separate multi-market analyses of Multiple Listing Service (MLS) data found that listings featuring 3D tours closed markedly faster than those without, translating into meaningfully fewer days on market (Imagtor, 2025). A widely cited Redfin analysis of buyer behaviour across dozens of major U.S. markets found that a substantial majority of buyers had submitted a purchase offer on a home they had not personally visited, relying instead on virtual tours and other online information (Imagtor, 2025). Other industry sources report that listings with tours are viewed considerably more often than listings without, that a large share of buyers say they would not consider a home lacking a tour, and that younger buyers in particular are far more likely to book an in-person showing after viewing a virtual tour first (Photoup, 2025).

Together, this literature suggests a consistent pattern: virtual tours and immersive technologies primarily act as a filtering and engagement mechanism early in the funnel — helping buyers decide which properties are worth pursuing further — while the final purchase decision still typically depends on either a physical visit or a very high degree of trust in the digital representation.



2.3 Theoretical Foundations of Technology Adoption

Three theoretical models recur across the PropTech and technology-adoption literature and are used to frame the present study. The Technology Acceptance Model (TAM) proposes that perceived usefulness and perceived ease of use jointly determine an individual's intention to adopt a new technology (Davis, 1989); applied here, a buyer's willingness to rely on a virtual tour depends on how useful and how easy to navigate that tour is. Diffusion of Innovation (DOI) theory explains how and why new technologies spread through a population over time, distinguishing early adopters from later, more risk-averse segments (Rogers, 2003); this helps explain why younger, urban, digitally native buyers have embraced virtual tours faster than older or tier-II/III buyers. The Theory of Planned Behaviour (TPB) adds that behavioural intention is shaped by attitudes, subjective norms and perceived behavioural control (Ajzen, 1991), which is useful for understanding how social proof (e.g., an agent's or family's opinion) and confidence in one's own ability to evaluate a digitally represented home affect the final decision. A recent secondary-research study on Prop-Tech and smart-home adoption in the Indian market explicitly anchors its analysis in TAM, DOI and TPB, confirming their continued relevance to this context (International Journal of Innovations in Science, Engineering and Management, 2025).

2.4 The Home-Buying Decision Journey

Consumer decision-making for real estate is typically described as a multi-stage journey: need recognition, information search, evaluation of alternatives, site visit and negotiation, and post-purchase commitment. The National Association of Realtors has reported that the very large majority of buyers now use online resources as their primary source of information during the search stage (Cloudpano, 2024), which pushes the point of first impression — and often first elimination — of a property earlier into the digital stage of the journey, before an agent is ever contacted. This has two implications for marketers: first, the quality of digital representation now materially affects which properties survive to the shortlist stage; and second, technologies that reduce friction in this early digital stage (virtual tours, AI-based filtering, instant loan-eligibility tools) can meaningfully compress the overall time-to-decision.

2.5 PropTech Adoption in the Indian Real Estate Market

India's PropTech market was valued at approximately USD 1.66 billion in 2025 and is projected to reach roughly USD 4.29 billion by 2031, growing at a compound annual growth rate of around 17 percent (Research and Markets, 2025). Reports estimate that a large majority of Indian buyers now use online tools for property comparison, virtual walkthroughs and loan-eligibility checks before ever contacting a broker, with digital-first behaviour especially pronounced among millennial buyers (Research and Markets, 2025). More than half of developers surveyed have integrated 360-degree virtual walkthroughs into their listings since the pandemic, reflecting a structural rather than temporary shift in marketing practice (Research and Markets, 2025).

At the same time, the same body of research highlights persistent digital-adoption gaps: digital literacy remains a barrier in tier-II and tier-III cities, the lack of regional-language interfaces slows adoption outside metros, and cybersecurity or privacy concerns make some buyers hesitant to share information on unfamiliar platforms (Research and Markets, 2025). Parallel to virtual visualisation, Indian PropTech has also expanded into fintech-integrated journeys, with digital mortgage facilitators enabling instant in-principle loan approvals and embedded EMI calculators directly within property-search platforms (Puravankara, 2025). Emerging use cases such as AR-based furniture placement, VR headset walkthroughs and early experiments with metaverse-style property models point toward a continued deepening of immersive technology in Indian real estate marketing (Puravankara, 2025).

2.6 Research Gap

While the literature confirms that virtual tours and PropTech tools increase engagement and can shorten time-on-market, most published evidence is either aggregate platform-level data (transaction records, MLS statistics) or industry-reported survey statistics, with relatively few studies examining the buyer's psychological journey — that is, precisely which stage of the decision process (initial shortlisting, trust formation, site-visit scheduling, final negotiation) is most affected by which specific technology (basic photo tours, 360-degree walkthroughs, VR, AR, or AI recommendation). There is also limited India-specific, brand-level research connecting these technologies to actual sales-funnel metrics such as lead-to-site-visit conversion or site-visit-to-booking conversion. This paper addresses that gap by proposing a



conceptual framework and field instrument that can be applied at the level of an individual real estate brand, House of Real Estate, rather than only at the market-wide level.

3. Research Objectives and Questions

3.1 Objectives

- To review and synthesise existing literature on the impact of virtual property tours and PropTech tools on home-buying behaviour, both globally and within the Indian market.
- To develop a conceptual framework linking virtual-tour and technology attributes to stages of the home-buying decision journey.
- To design a primary research instrument that House of Real Estate can deploy to measure the influence of its own virtual-tour and digital-marketing initiatives on lead engagement, site visits and conversions.
- To recommend practical, marketing-oriented actions that House of Real Estate can take to strengthen its use of virtual tours and related technologies.

3.2 Research Questions

- RQ1: How do virtual property tours and related technologies (VR, AR, AI-based recommendations, digital mortgage tools) influence the different stages of a buyer's home-purchase decision journey?
- RQ2: Is there a measurable difference in buyer engagement and conversion behaviour between listings that use immersive technology and those that rely on traditional photographs and descriptions?
- RQ3: What buyer-side factors (age, city tier, digital literacy, purchase purpose — end-use versus investment) moderate the influence of virtual tours on decision-making?
- RQ4: What specific, actionable steps can House of Real Estate take to increase the marketing return on its virtual-tour and PropTech investments?

4. Research Methodology

This study follows an exploratory-descriptive research design, structured in two phases in a manner conceptually similar to the two-phase, bibliometric-cum-qualitative approach used by Shukla and Jha (2026) in their study of beauty-influencer authenticity, adapted here to a real estate and internship context.

4.1 Phase I: Secondary Research and Literature Synthesis

Phase I, reported in Section 2 of this paper, consisted of a structured review of academic literature on technology acceptance and diffusion, peer-reviewed and platform-level empirical studies on virtual tours and VR/AR in property transactions, and current industry and market reports on PropTech adoption, with a specific focus on the Indian market. Sources were selected for relevance to the research questions and for recency, prioritising studies and reports published between 2020 and 2026 so that the review reflects the post-pandemic acceleration of digital adoption in real estate.

4.2 Phase II: Proposed Primary Research (Field Study at House of Real Estate)

Phase II is designed to be executed during the remainder of the internship and is intended to validate, at the level of a single organisation, the patterns identified in Phase I. It has three components:

4.2.1 Survey of Prospective Buyers / Leads

A structured questionnaire (see Appendix A) is proposed for administration to individuals who have engaged with House of Real Estate's digital listings — via WhatsApp, the company website, property portals or social media — over a defined period (e.g., 4–6 weeks). The instrument uses five-point Likert-scale items built around TAM constructs (perceived usefulness, perceived ease of use), DOI-related items (comfort with new technology, prior use of virtual tours) and TPB-related items (attitude toward virtual tours, influence of family/agent opinion, confidence in evaluating



a home digitally), together with funnel-stage questions (did the tour influence the decision to schedule a site visit; did it change price expectations; did it accelerate or delay the final decision).

4.2.2 Funnel and CRM Data Analysis

Where available, anonymised lead-funnel data from House of Real Estate's CRM or portal analytics (e.g., leads generated, site visits scheduled, site-visit-to-booking conversion) is proposed to be compared across listings with and without virtual tours or 360-degree walkthroughs, to test whether the engagement advantages reported in secondary literature (Section 2.2) are replicated at the brand level.

4.2.3 Qualitative Interviews

Short interviews with the sales/site-visit team are proposed to capture frontline observations on how often prospective buyers reference the virtual tour during a site visit, and whether virtual-tour usage changes the nature of buyer questions or negotiation behaviour on-site.

4.3 Sampling

For the proposed survey, a purposive sample of leads who have viewed at least one virtual tour on a House of Real Estate listing is recommended, targeting a minimum of 100–150 responses to allow for basic cross-tabulation by age group, city tier and purchase purpose (end-use versus investment). Sampling is non-probabilistic and results should therefore be treated as indicative of this lead pool rather than statistically generalisable to the entire market.

4.4 Tools of Analysis

Descriptive statistics (means, frequencies, cross-tabulations) are proposed for the survey data; Likert-scale constructs can additionally be tested for internal consistency (Cronbach's alpha) if the sample size permits. Funnel data can be compared using simple conversion-rate analysis (with-tour versus without-tour listings). Interview notes can be analysed thematically, consistent with the qualitative coding approach used in comparable marketing research (Shukla and Jha, 2026).

5. Proposed Conceptual Framework

Building on the theoretical models discussed in Section 2.3 and the funnel logic discussed in Section 2.4, the study proposes the following conceptual framework linking technology attributes to buying-decision outcomes, mediated by buyer psychology and moderated by buyer-side characteristics.

Technology / Independent Variables	Mediating Variables	Moderating Variables	Decision Outcome (Dependent Variables)
360-degree photo & video walkthroughs	Perceived usefulness	Age / generation (Gen Z, millennial, Gen X+)	Likelihood of shortlisting a listing
VR / immersive headset tours	Perceived ease of use	City tier (metro vs tier-II/III)	Likelihood of scheduling a site visit
AR-based furniture/finish visualisation	Trust in digital representation	Purchase purpose (end-use vs investment)	Speed of decision (days to booking)
AI-based property recommendations	Reduced perceived search cost	Prior experience with similar technology	Willingness to submit an offer pre-visit
Digital mortgage / EMI-eligibility tools	Buyer confidence / reduced risk perception	Digital literacy / internet access	Overall satisfaction with the buying journey

Table 1. Proposed conceptual framework linking technology attributes to home-buying decision outcomes.



The framework proposes that technology attributes do not influence the final purchase decision directly; rather, their effect is mediated by psychological states such as perceived usefulness, trust and reduced search cost, and this relationship is moderated by buyer characteristics such as age, city tier and purchase purpose. This is consistent with the pattern observed in the secondary literature, where VR tours were found to shorten decision time (an efficiency effect operating through reduced search cost) without directly inflating price (i.e., without directly changing the buyer's valuation of the underlying asset) (University of Texas at Dallas, 2025).

6. Findings from Secondary Data

The findings below summarise the quantitative patterns identified in the secondary literature reviewed in Section 2. These are presented as directional industry and academic evidence; the House of Real Estate-specific figures to be generated through the Phase II survey (Section 4.2) should be read alongside them once collected.

Metric	Reported Effect	Source
Closing price of homes with virtual tours vs. without	At least 2% higher closing price, other factors held constant	University of Iowa Tippie College of Business (2020)
Average days on market with non-immersive VR tour	Reduced from ~34 days to ~19 days; no significant change in final price	University of Texas at Dallas (2025)
Buyers actively seeking listings with immersive 3D tours	Majority of buyers (Zillow, 2024 report)	Imagtor (2025)
Listings with 3D tours: speed of sale vs. listings without	Close noticeably faster, translating into meaningfully fewer days on market	Imagtor (2025)
Buyers who made an offer without a personal visit	Majority of surveyed buyers across major markets (Redfin analysis)	Imagtor (2025)
Buyers considering virtual tours a major purchase factor	About three-quarters of buyers surveyed	Photoup (2025)
Younger buyers (approx. 18–34) booking a showing after a virtual tour	Substantially more likely than older buyers	Photoup (2025)
India PropTech market size (2025) and growth	~USD 1.66 billion, projected ~USD 4.29 billion by 2031 (~17% CAGR)	Research and Markets (2025)
Indian buyers using online tools before contacting a broker	Large majority of buyers, particularly millennials	Research and Markets (2025)
Indian developers offering 360-degree virtual walkthroughs	More than half, since the pandemic	Research and Markets (2025)

Table 2. Summary of secondary evidence on the impact of virtual tours and PropTech on home-buying behaviour.

6.1 Interpretation

Three broad patterns emerge from Table 2. First, virtual tours consistently correlate with faster transactions (reduced time-on-market) across both Indian and international evidence, suggesting an efficiency effect on the buyer's search and evaluation stage. Second, the effect on final price is mixed: one U.S. study found a modest price premium associated with tour usage (University of Iowa Tippie College of Business, 2020), while a separate, larger-sample study found no significant price effect once a tour was present, interpreting the technology's role as purely informative rather than value-inflating (University of Texas at Dallas, 2025); this suggests that virtual tours function primarily as a decision-support and matching tool rather than as a marketing device that changes what a property is worth. Third, adoption and



impact are not uniform across buyer segments — younger, more digitally comfortable buyers and metro-market buyers show materially higher engagement with immersive technology than older buyers and buyers in smaller Indian cities, echoing the DOI-based expectation that adoption diffuses unevenly across a population (Rogers, 2003).

7. Discussion

The evidence reviewed suggests that virtual property tours and related PropTech tools primarily reshape the early and middle stages of the home-buying journey rather than replacing the final, high-stakes evaluation that most buyers still prefer to conduct in person. This mirrors the broader marketing insight — visible in adjacent categories such as beauty and influencer marketing — that richer, more transparent digital representation builds buyer trust and shortens the path to a considered decision, even where it does not, by itself, change the underlying value proposition of the product (Shukla and Jha, 2026).

For a brand such as House of Real Estate, this has an important strategic implication: the value of investing in high-quality virtual tours, VR walkthroughs and AR visualisation tools is likely to be realised primarily as improved lead quality and faster funnel movement (more qualified site visits, fewer wasted visits, shorter time-to-booking) rather than as a direct premium on listing price. This reframes virtual-tour investment from a 'nice-to-have' marketing cost into a measurable sales-efficiency and cost-per-acquisition lever.

The discussion also highlights a segmentation opportunity. Because younger and metro-based buyers show far higher engagement with immersive technology, House of Real Estate could prioritise VR/AR-enabled marketing for listings targeted at NRI buyers, young dual-income households and investment-purpose buyers who cannot easily visit in person, while continuing to emphasise traditional broker-led, in-person engagement for more price-sensitive or first-time buyers in tier-II/III markets where digital trust is still developing (Research and Markets, 2025).

8. Implications

8.1 Managerial Implications for House of Real Estate

- Prioritise 360-degree or VR walkthroughs for all premium and NRI-targeted listings, since these buyer segments are most likely to act on remote digital evidence before scheduling a visit.
- Track funnel metrics (lead-to-site-visit conversion, site-visit-to-booking conversion, and days-to-booking) separately for listings with and without immersive tours, to build an internal, brand-specific business case for continued technology investment.
- Use AR-based visualisation (e.g., furniture placement, finish options) as a differentiator for under-construction or unfurnished inventory, where buyers otherwise struggle to imagine the finished space.
- Integrate simple digital mortgage/EMI-eligibility tools alongside listings, since fintech-enabled convenience is emerging as a parallel driver of buyer confidence in the Indian market (Puravankara, 2025).
- Maintain strong broker/agent engagement alongside digital tools, since the literature indicates that virtual tours support rather than replace the final in-person decision stage for most buyers.

8.2 Theoretical Implications

The study reinforces the applicability of TAM, DOI and TPB to real estate technology adoption and suggests that these models can be usefully combined with a funnel-stage lens (search, shortlist, visit, negotiate, decide) to more precisely locate where technology exerts its influence, addressing the research gap identified in Section 2.6.

8.3 Social Implications

Wider PropTech adoption also carries a digital-inclusion responsibility: as more of the buying journey moves online, real estate brands and platforms should be mindful of buyers with lower digital literacy or limited internet access, particularly in smaller Indian cities, and should continue to offer accessible, non-digital alternatives alongside immersive technology (Research and Markets, 2025).



9. Limitations and Future Scope

This paper is primarily based on secondary literature and industry reports, supplemented by a proposed but not yet field-executed primary research instrument; consequently, the House of Real Estate-specific conclusions remain conceptual until Phase II data collection is completed. The secondary sources drawn upon include both peer-reviewed academic research and industry/market reports, which vary in methodological rigour and geographic scope (predominantly U.S. and Indian markets), limiting direct generalisation to all property types and price segments.

Future research, to be conducted during the remainder of the internship, should administer the proposed survey (Appendix A) to a live sample of House of Real Estate leads, analyse anonymised CRM funnel data across tour and non-tour listings, and, where feasible, run a controlled comparison (e.g., matched listings with and without VR tours) to more rigorously isolate the causal effect of immersive technology from other listing-quality factors. Future work could also extend this framework to other emerging technologies, such as AI-based chat assistants and metaverse-style property showcases, as they gain adoption in the Indian market.

10. Conclusion

Virtual property tours and the broader PropTech ecosystem — VR, AR, AI-based recommendations and digital mortgage tools — are measurably reshaping how buyers search for, evaluate and shortlist homes, primarily by reducing search costs and accelerating the early and middle stages of the decision journey. The evidence reviewed suggests these technologies most reliably influence engagement and speed-to-decision rather than final price, and that their impact is unevenly distributed across buyer segments, favouring younger, urban and digitally comfortable buyers. For House of Real Estate, this points toward a clear strategic opportunity: deploying immersive technology selectively and measuring its effect on funnel efficiency, while continuing to invest in the trust-building, in-person elements of the buying journey that remain central to this high-involvement purchase decision.

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