	Show My Property	LCP360	VirtualAPT	Engrain	Zillow
Scope of problem company solves	1) Self Shot Smartphone Tours 2) 90 second HD Video Tours 3) Photography	How do multifamily professionals stay in control of the leasing experience and stay engaged with renters as the apartment search evolves in our virtual world?	Recreate the in-person tour, online. End-to-end deliverable using autonomous robots to create moving 360-degree interactive video.	Engrain solves the problem of open property mapping technology for use in any application. On site leasing kiosk technology that works with any type of touring workflow.	The Zillow 3D Home® app is a free, easy way to create an immersive virtual tour that differentiates your listing and helps you keep the renting process moving, even when people can't tour in person.
Pricing	1) $399 2) $4500 3) $1650 *$49 per month for player, powerful analytics and hosting.	Panoskin Pacakges **Small Custom Tour and still photos: $1800** **Standard Custom Tour and still photos: $2500** **Hosting: $1,000/year after first year**	Full properties starting at $6000	**SightMap** Owners and managers, base price: $300 to set up $ .20/unit Vendor software partners: FREE for use in touring, operations and data visualization **TouchTour FLEX*** Flexible touring system compatible with any SGT platform, includes video conferencing $500 to set up $385/mo INCLUDES HARDWARE *Additional editions available	Zillow 3D Home is a free service and app. If you choose to capture your tour with a 360 camera, you may purchase a Zillow 3D Home compatible 360-degree camera (Ricoh Theta V and Ricoh Theta Z1) directly from the manufacturer or through a third-party retailer.
Implementation process and timing	1) Smartphone tours require any recent smart phone to shot - 3 day turnaround. 2) Video tours are professionally shot by our network. *No travel fees ever. 3) Photography network - professionally shot by our network. *No travel fees ever.	Receive Google tour 2 weeks from photo shoot, full Panoskin website tour 3-4 weeks post-photo shoot.	4 business days from film date.	**Timing** 2-4 weeks upon receipt of content **Implementation** End to end, full service set up, deployment, training and ongoing support	Capture time depends on the size and number of rooms in the apartment/property. If you're using an iPhone, it should take 10 minutes to fully capture a virtual tour of a one-bedroom apartment. If you're capturing your tour with a 360 camera, it should take about 5 minutes. Once your Zillow 3D Home tour has been captured, you can choose to automatically publish the tour when it finishes processing.
Hardware requirements and equipment	Self shot smart phone requires recent smartphone. Show My Property provides team and all equipment for all other videos.	1) No downloads or hardware required. Completely web-based experience. 2) Photo shoots and completion 100% handled by LCP360.	None. Web-based video, embeddable on all platforms	Touch screen systems either included in software license or may be purchased and capitalized	All it takes to produce a Zillow 3D Home tour is an iPhone (7 or above) and the Zillow 3D Home® iOS app.
Software/mobile app demo	Branded, shareable player that fits seamlessly with all industry websites.	1) Virtual tour and digital content viewer 2) Showcase 360s (walk-throughs) of property in additon to still photographs, video, unit floor plan types, hot spots, neighborhood maps and more, complete with backend dashboard for PMCs to track performance and give guided virtual tours.	Custom interactive templates, VirtualAPT's webplayer	**SightMap** can be integrated within any website or is available as an App **TouchTour FLEX** is bundled with touch screen hardware system	If you'd like to edit your tour yourself, you can access your 3D Home Dashboard to make changes. You can rename room panoramas, move panoramas to different floors, and create unbranded links and embed codes for sharing on other sites. Including your property websites.
Integrations (By End of May)	Branded, shareable player that fits seamlessly with all industry websites.	**Panoskin Integrations:** Apartments.com, Zumper, ROOM8, G5, ApartmentList.com, Apartments.com, Rent.com, ApartmentGuide.com, Rentals.com.	All platforms	**PMS** (revenue management or fixed pricing) Yardi, RealPage, Entrata, MRI, ResMan, Appfolio, RentManager **Self touring Platforms** SmartRent, Rently, Tour24, Funnel, Power Pro Leasing (maps can be provided to any vendor) **CRM** All PMS, Knock, Perq, Funnel **Content** Matterport, Helix 360 Media, Realync, Google Photosphere, Panoskin, YouTube/Vimeo	You can publish virtual tours to your Zillow Rentals' listings (Zillow, Trulia and Hotpads), share to social media outlets (e.g., Facebook, Twitter, Pinterest and LinkedIn) or directly with prospects using a shareable link. Embed codes are also available, so you can host these tours on your property websites.
Differentiating features	• Largest content creation network. • Shoots photography and video in all cities with no travel fees ever. • Video style for all budgets. • Branded HD video player. • On demand analytics for video. • Lead Capture and link to scheduler. • Ally for full marketing leasing cycle with products from Renderings to Social.	• Virtual meeting technology for leasing agents to offer guided mirrored tours • No download or plugin required, 100% web-based • Two tours in one package: Google + Panoskin (custom branded experience for website tour and lead generation) • Google tour supports SEO efforts to drive engagement on Google listing • 100% license-free content (photos, 360s, video, etc.) • Track performance (views, visits, clicks, conversions) • Dedicated support following virtual tour implementation + dedicated lifetime support for existing Panoskin customers • Full service digital content provider, everything under one umbrella • Additional custom uses and custom development options	Video > pictures Customized to targeted audience • Proprietary technology that drives ROI Content+Analytics+Insights Optimized web player and 24/7 support Interactive video Call-to-action to drive digital traffic Storytelling & sales presentations Indoor & outdoor, no size limitations Autonomous robot, PPE/CDC compliant AVR/Digital staging Guaranteed ROI	**SightMap** • Georeferenced maps (blue dot) • WCAG compliant • Open API map platform • 100+ web integration partners • Full analytics **TouchTour** • 99% uptime • Mulitple leasing modes • Video conference option for remote leasing • Full analytics • Bundled hardware option	**Free:** Include unlimited Zillow 3D Home tours on your listing for free - no fees, no surprises. **Informative:** Give renters a better feel for unit features, layout flow and amenities with rich media. **Versatile:** The Zillow 3D Home app puts the power to create a virtual tour right in your hand. Add virtual tours to your listings, embed them on your property website or share links directly. **Eye-Catching:** Help listings stand out online with a unique 3D tour banner.