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## Architectural visualization impact on Real Estate services

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Gone are the days when the architects used to draw floor plans through 2d sketches and share them with all interested parties via letters. Now the real estate market has changed in the raging amount of competition. Today, every property owner wishes to be on the top of the list. For this purpose, the most important thing needed is to provide customers with the most attractive and best properties. The **3d visualization services** have finally offered such an option today.

Architectural visualization has shown a fair amount of impact on real estate services today. It has granted several benefits, such as an efficient process, a clear vision, a great marketing tool, and many others.

But there are some significant impacts that you can find over the real estate services today. Here are some of them that can be explained.

### The Floor Plan

The floor plan was just a 2d sketch earlier, where people only know the number of floors, rooms, and other fundamental things. But now, just having raw images is not enough for the buyers. Most of the buyers also look out for several other things while buying a property. They look for the space available, the angles at which different doors are opening, and many other features. In Indian architecture, Vastu is one of the significant factors buyers are looking for in the property. In China and many Western countries, property buyers are looking for Feng Shui principles.

The 3d models offer all such detailing to the buyers. With the 3d model, one can check out different angles and sides of the project at one glance itself. There is no need to imagine details in your mind because you can have all the pieces displayed in front of you.

### The Exterior View

The 2d sketches mostly focused on the building and its basic features only. This way, you never have a realistic view of the property. The 3d model plan offers a detailed floor plan and provides a detailed look at the property's exterior design. There can be several elements such as the parking lot, the fencing, the garden, the patio, and many others outside the house but within the property's vicinity.

How will a buyer know about all the elements if you are not explaining them? Often just words cannot describe the beauty that eyes can see. Hence, with a realistic view, the 3d model offers a

perfect display of all the exterior designs. This enhances the property's beauty. The buyer can see something similar to what they will get after completing the project. This helps several real estate owners to attract a good number of buyers because today, buyers are not just interested in the interiors but also in the exteriors of a property.

### **The Interior Design**

Architectural visualization is mainly used by most real estate owners to enhance the beauty of the property. Not just from the outside but also the 3d model helps show off the beauty of the house's interior. In fact, the art of the 3d models is to make the interiors of the property beautiful.

The architectural visualization displays each detail of the house interior, such as space where the rugs can be thrown, the furniture that will suit the most in the house, and many others. Altogether, it can be said that the architectural visualization not just makes the property look attractive but also helps the buyers in getting an idea of how to decorate the house. Some buyers may even decorate the home in the same way they have seen in the 3d view of the property.

Thus, the impact of architectural visualization on the real estate market is enormous today. It makes the marketing tricks much convenient and helps the professionals come up with the most perfect projects. It helps locate the flaws in advance so that the professionals can get rid of them and then flaunt the super-perfect property to the buyers.

Thus, the architectural visualization companies offer a solution to the real estate dealers to display the property to the buyers. Also, the buyers gain much more confidence in making a decision due to the 3d model. This approach is useful because it allows showcase the property online and visits it only when the buyer is ready to decide.

*Photo by Daniel DiNuzzo on Unsplash*

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