



TallPoppy Real Estate Uses CloudPano Enterprise to Create Custom Marketing Solution

TallPoppy is New Zealand's #1 Flat Fee Real Estate Listing Service

Results

- ▶ Custom workflow to deliver a custom solution for enterprise client
- ▶ Hundreds of Floorplans delivered each month
- ▶ More dynamic real estate listings
- ▶ More efficient customer fulfillment platform
- ▶ Named Account Manager to deliver with 24-hour turnaround

TallPoppy is one of the world's premier real estate marketing services. It offers its New Zealand clients full-service digital marketing using industry-leading property marketing from homes.co.nz, Facebook, Google, and more to attract large numbers of potential buyers for its clients. Founded in Paraparaumu, New Zealand, in 2012, the company has since expanded its services to include virtual tours and digital floor plan creation to ensure its clients' listings stand out and command top dollar on the market.

Better customer value with CloudPano

The agency's model is better for clients, providing them with award-winning service marketing for a fair flat fee. To deliver excellence, TallPoppy only hires elite sales consultants, photographers, and real estate agents. Agents put their best effort into every aspect of their work, from the first meeting with clients to closing. And TallPoppy handpicks only the highest-

quality photographers to shoot houses. All of this naturally means the technology they use must be state of the art.

CloudPano partnered with TallPoppy to create a custom workflow that allowed their photographers and agents to quickly generate virtual tours and floorplans for their listings. Nate Thiry, Director of CloudPano Enterprise, designed a custom fulfillment solution that often delivered a turnaround time of less than 24 hours for floorplans. The result was that TallPoppy was able to increase the value of its marketing packages, increase the quality of its listings, and ultimately fulfill its goal of earning top dollar sales for its sellers.

The custom floorplan solution is just one example of CloudPano's enterprise services. Enterprises across the world come to CloudPano seeking novel solutions beyond virtual tours. Whether it is home inspections, floorplan creation, construction before-and-after, or more, CloudPano is eager to assist its clients with their strategic goals. CloudPano provides account managers, project managers, developers, and support resources to ensure clients get the solution they require.



Nate Thiry, CloudPano Director of Enterprise Sales



Natalee Kruger, TallPoppy Content Manager

CloudPano provides bespoke enterprise solutions and is already well known as a premier provider of virtual tours. Therefore, TallPoppy's total solution extended beyond floorplans and includes preferred pricing for creation and delivery of virtual tours using the CloudPano platform.

Natalee Kruger, Manager of Photographer and Content for TallPoppy is so impressed with CloudPano that she has begun to champion a larger integration of CloudPano in New Zealand's property market: "We are really impressed with CloudPano and really want to promote it." As for other existing virtual tour solutions out there? "Matterport just doesn't compare anything to CloudPano."

More than just Virtual Tours and Floorplans

The COVID-19 pandemic damaged almost every sector of the global economy in 2020, and real estate was no exception. Agencies everywhere sought to increase the value they provide to clients in order to ensure the best chance that their listings would be sold. TallPoppy sought to increase its property listing services to include new forays into virtual selling - floorplans and Virtual Tours.

Selling houses requires meeting people, talking with them, and guiding them to and around properties. CloudPano provides solutions to this need as well. As the pandemic created desperate problems in selling homes, CloudPano deployed a remarkable virtual selling solution called CloudPano Live. CloudPano Live allows for live video chat on a virtual tour: Realtors and sales agents across the world have spent hundreds of hours on the Live Platform meeting new clients and guiding them around properties. As the pandemic winds down, CloudPano observes this tool being used more than ever. And the uses are growing - with Enterprise leading the way. Each week CloudPano hears from companies eager to use CloudPano Enterprise Services to expand the tool for auctions, school tours, automotive and RV selling, and more.

And each step of the way, Director of Enterprise Nate Thiry is there to help, "CloudPano delivers enterprise and custom solutions for a wide variety of enterprises. It is wonderful to work with TallPoppy because it demonstrates our commitment to client satisfaction. During our planning phases, we deployed many resources to build a workflow for TallPoppy that ensured they could meet their delivery needs and win more listings and win more clients."

Better Prepared with CloudPano

Photographers, agents, and other users can capture properties virtually and render them in rich virtual tours that can be accessed anywhere and anytime. These virtual tours can be used to generate floorplans or host live virtual showings.

TallPoppy and other real estate companies use CloudPano to transform traditional impersonal property viewings and flat marketing packages into vibrant digital experiences. The CloudPano platform provides many services out of the box, and for custom needs, CloudPano Enterprise is ready to add value to your enterprise. ☁



About the Customer

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<https://www.tallpoppy.co.nz/>

HEADQUARTERS

Paraparaumu, New Zealand

INDUSTRY

Real estate

EMPLOYEES

1,000+

CHALLENGE

Create virtual tours and floor plans of real estate properties as quickly as possible using cutting-edge technology.

PRODUCTS

CloudPano Enterprise

CloudPano Virtual Tour Creator

CloudPano Floorplan Service Center

SOLUTION

CloudPano creates virtual tours that are so immersive that buyers can virtually visit a property as if they are seeing it in person. These virtual tours can be created by anyone, and then used to generate Floorplans or host live video calls within the virtual home.

CloudPano Enterprise Services is the custom solution center for complex fulfillment needs. CloudPano can work with enterprises and business to assist them with their virtual tour-adjacent strategies and create value for the organization. We offer assistance and support, and to those that need it, we offer leadership and planning and guidance to ensure smooth solution delivery.

To learn more about CloudPano and our Enterprise Services, please contact Nate Thiry at nate@cloudpano.com or via phone at +1-405-906-1029