



Sotheby's International Realty: A Case Study

The Curate app using ARCore brings a home's virtually staged images from a flat, 2D screen into the house itself, through the power of augmented reality (AR). This gives prospective homebuyers the ability to envision the house in their personal taste and style, while empowering the real estate agent to present it objectively and neutrally. The app also alleviates the need for real estate agents to physically stage homes, saving the costs of renting or buying and storing furniture.

Company

Sotheby's International Realty (SIR) is a real estate brand. They focus on brokering and marketing residential real estate in nearly 70 countries. SIR has over 22,000 agents in a global network.

Challenges

Buying a home is a big decision. Staging helps buyers make this decision more easily, as they can picture themselves living inside it. But different people have different tastes and needs, and it's hard to furnish a house to be liked by all potential buyers. The first question SIR tried to answer with AR was: "How can we cater to different design tastes during separate appointments, without having to purchase, store, and stage the home with actual furniture?"

Solution

SIR collaborated with roOomy, a developer specializing in generating 3D assets for furniture. They jointly developed an experience that visualized spaces and objects using 3D modeling in AR. With ARCore, they built an app that can be used both by consumers and agents alike. Curate virtually stages a home with multiple designs and room functions, inspiring prospective homebuyers to imagine themselves living there.

At launch, the app consisted of a dozen curated interior-design carousels, ranging from modern living rooms to traditional dining rooms. Consumers can swap styles and functions, something physical staging can never do. This not only saves money for agents, who no longer need to rent or purchase furniture to stage houses, but also increases the likelihood of a sale, leading to increased operational efficiency.



Buying a house is not only a significant financial decision, but is also deeply personal and emotional. Introducing an augmented-reality component to the homebuying experience takes the consumer on a personal journey that allows them to see a house transformed into a home—their home." – John Passerini, Global Vice President of Interactive Marketing, Sotheby's International Realty Affiliates LLC



Learn more

Find out how to get started with ARCore at:

developers.google.com/ar

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