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Corinne LEGRAND

Communication Director at Logéal Immobilière

LOGÉAL
I M M O B I L I È R E

Used Habiteo for the program « Le Parc des Oiseaux » in Mont-Saint-Aignan (76)

To answer what needs did you use the services of Habiteo?

Habiteo has been chosen from many providers to answer the need of getting immersed in the housings, because the classic floor plans don't give the possibility to discover the real space potential.

The 3D modelisation of the residence, the realism of the textures as well as the furnishing in the virtual tour allowed the futur buyer to appreciate the volumes and to project himself into his futur apartment even before the construction started.

Why did you choose Habiteo insted of another provider?

Beyond a competitive price positionning, Habiteo quickly understood our strategic focus on the modernisation of housings of our social company.

They advised us on the equipment and the approach we should have in order to improve our selling tools.



What use did you make of it?

Habiteo's services gave us the possibility to develop our attractiveness during professional events.

They were also used in the everyday life of our sales team to position the residence in its environment, locate the apartment in the residence, and to explore the interior of the housing and its suggested furnishment.

What was the added value for you?

Offering this type of experience is in overall a special advantage to create the buzz during an exposition, and to grab the attention of potential clients that are undecided to buy off plan.

This type of tool fits perfectly with the focus on digitalization our company is initiating.



What was the added value for your clients?

Our core target consists of first time buyers for whom the projection in non-existent space and the apprehension to buy are frequently acting as a check.

However, they are fond of tools such as the virtual tour because it matches with their consuming habits that are more and more oriented to digitisation.



Any comment to conclude?

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