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The added value for us? A great result on reservations!

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Valérie NEGREL

Real Estate Agency Manager at Solvimo



Used the Habiteo Truck in front of the Housing Forum of Istres

To answer what needs did you use the Habiteo Truck?

We used the Habiteo Truck to **make the buzz** around the launch of our real estate program during its pre-marketing phase.

What use did you make of it?

The truck, parked in front of the Habitat Forum, served as a second point of visibility and reception in addition to our stand on the show.

What was the added value for you?

A **great result on reservations!** Admittedly, we had a nice real estate program, but **additional sales were realised** thanks to this tool.



What was the added value for your clients?

New technology: people could actually see themselves live there!

Any concluding comment?

We got **very nice feedbacks**, we are already thinking about doing another open day session with the truck on our real estate program site.

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