

Qualitative Search Criteria for Real Estate Marketplaces

A marketplace that offers its customers a wide range of information when searching for property has a clear competitive advantage. Archilyse generates view and brightness simulations and provides additional information about the floor plan quality and location for apartment seekers.

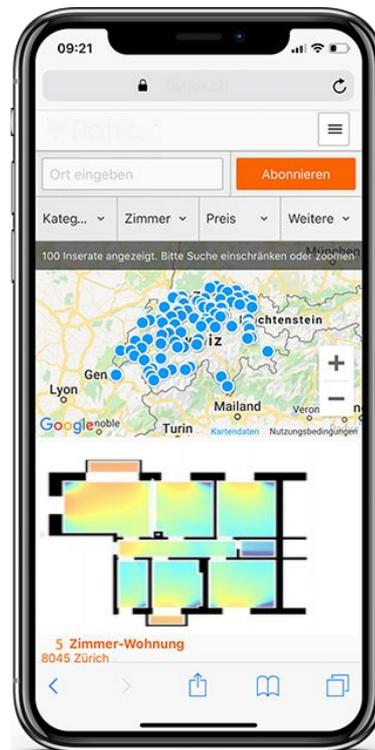


Fig. 1: Archilyse facilitates the property search for the end user with additional information (source: Archilyse)

Increase customer satisfaction and improve marketing KPIs

The challenge:

Optimization of marketing KPIs such as time-on-page, customer satisfaction and bounce rate of real estate portals

The initial situation:

The information available on real estate portals is insufficient for home-seekers to make a transactional decision

One million people move houses in Switzerland every year. 92 per cent look at online advertisements when looking for a new home. The more information an advertisement contains, the greater the satisfaction of those looking for accommodation, because they can judge at an early stage whether an apartment is suitable for them.

Currently, the majority of advertisements provide information on the size, location and price of a property. Ideally, meaningful photos or virtual tours give interested parties a first impression. However, further information, especially qualitative information, can only be obtained in an on-site inspection. And even then, an inspection always provides only a snapshot of the situation, for example with regard to lighting conditions or noise pollution.

Viewing appointments are time-consuming and in many cases avoidable

Positive effect:

Time-consuming viewing become superfluous

Including objective search criteria on distances to points of interest, sunshine incidence, noise pollution, floor plan quality and views in addition to the location, size and price adds efficiency to the home-seeking process and saves unnecessary viewing appointments.

The solution:

Competitive advantage through more relevant information

This additional information meets a customer need. A flat search is a time-consuming process and can take several months: 39 percent of all flat seekers in Switzerland search for more than three months until they find a property.² So if you can already focus your attention when selecting the apartments to be viewed, thanks to a wide range of meaningful information, you will not only save time and nerves, but will also search much more successfully.

Home-seekers want information on views, floor plan, light incidence and costs

A concrete example:

View and light are important factors for the assessment of an apartment

A marketplace that is able to offer its customers a wide range of information about the properties at the earliest possible search stage has a clear competitive advantage. In addition to location, cost, and area, light and floor plan quality determine the attractiveness of an apartment.³

The result:

Supplementing the advertisements with objective analyses of sunlight, location and view

For the tenants of an apartment, the view and the incidence of light are among the most relevant criteria in their assessment of a property.

Numerous studies demonstrate how relevant the view is for human well-being. Views on trees or parks significantly contribute to the satisfaction and health of the occupants and positively influence other aspects of their well-being.⁴

If an apartment has a good view of the lake, this has positive effects on the residents, and on the purchase or rental price, which can be up to 20 percent higher than a comparable apartment without a lake view. In contrast, noisy arterial roads or rail traffic at the front door can have a negative effect on the well-being of the residents and reduce its price.⁵

The amount of daylight entering an apartment is also an important parameter in the evaluation of an apartment. Apartment seekers attach the greatest importance to the factor of light and brightness along with the price and size of an apartment.⁶

The floor plan - the layout of the rooms and the position and size of the windows - has a significant influence on the lighting situation in the individual rooms. Factors such as distances between buildings, balcony arrangements and objects in the immediate vicinity of the apartment also play a role.

² Homegate-Umzugsstudie: „So wohnen und zügeln wir Schweizer“

³ Immo-Barometer, Neue Zürcher Zeitung/Wüest Partner AG, 2018

⁴ Kaplan, Rachel (2001): The Nature of the View from Home. Environment and Behavior, Vol. 33 No. 4, 507 - 542

⁵ Credit Suisse, Schweizer Immobilienmarktstudie 2019

⁶ Immo-Barometer, Neue Zürcher Zeitung/Wüest Partner AG, 2018



Fig. 2: Users receive light and view simulations of their favourite apartments at the click of a mouse (source: Archilyse)

Viewings become superfluous: Assessing view and light quality with a click of a mouse

Viewings made easy:

View and light conditions can be simulated and evaluated with one mouse click

Up to now, it has been necessary to visit an apartment in order to assess the view and the lighting situation. With the help of new technologies, this can be done at the click of a mouse. Archilyse has developed a procedure that calculates the view and lighting conditions of an apartment using objective parameters.

Using Archilyse's API, real estate portals can integrate information about the view and light conditions of a property into their platform, thus providing added value to their customers.

The view and brightness of an apartment are determined on the one hand by the floor plan itself (depth of the apartment, position of windows, balcony etc.) and on the other hand by the immediate surroundings of the apartment (water, parks, trees, streets, neighbouring buildings).

Archilyse offers viewing and lighting simulations based on address information

The advantage:

Based on the address, Archilyse generates view and light simulations and provides information on the quality of the location

Based on the address of an apartment, Archilyse generates view and brightness simulations and provides information on important points in the surroundings.

If information on the floor number and the floor plan of the apartment are available, the data contained in the simulation, in combination with information on neighbouring buildings, topography and tree population, allows for an exact determination of, for example, the view and solar radiation and travel times or distances. Archilyse produces the analyses based on data sets in which, for example, the building heights, water bodies, individual trees and green spaces are recorded.

The advantage is obvious: Existing topology, topography and location data, as well as floor plan data and information about the address and floor plan are holistically evaluated. The Archilyse API can thus provide details about the visibility and lighting conditions of an apartment, as well as about road noise or travelling distances.

“Need oriented search is going to dominate the UX for real estate marketplaces in the near future. And currently, the scoring technology of Archilyse we have tested is without competition.”

Martin Waeber, Director of Immoscout24, Scout 24 Schweiz AG

The advantage:

With one mouse click the user gets the view and lighting conditions for his favourite properties

The user of the search platform can be offered a noticeable advantage: Instead of laboriously analyzing and comparing data from several sources, the information can be retrieved with a mouse click. This not only saves time, but is also easier to use and provides an objective basis for assessing visibility and lighting conditions. In addition, the user remains on the website, reducing the risk of jumping off during the search process.

Archilyse offers viewing and lighting simulations based only on address information

Analysis with cheaply available data:

Only address data is needed

Based on address information of an apartment, Archilyse generates view and brightness simulations and provides information on important points in the surroundings.

If information on the floor and the floor plan of the apartment is available, the data contained in the simulation, in combination with information on neighbouring buildings, topography and tree population, allows for an exact determination of, for example, the view and solar radiation but also travel times or distances. Archilyse prepares the analyses with the help of data sets in which, for example, the building heights, water bodies, individual trees and green spaces are recorded.

Archilyse can therefore use a 3D model to calculate whether a flat has a view of the lake and how strong the sunlight is. For the simulation, the address is generally sufficient as basic information; if the floor plan is also available, the statements are far more precise. In addition, qualitative statements on the functionality of the apartment, flexibility in furnishing and the suitability of the apartment for specific target groups such as families or individuals can be generated automatically.

Increased customer satisfaction and improved marketing KPIs

Real estate portals receive several advantages by integrating this analysis on their platform: More information for the customer leads to a longer retention time on the site. Furthermore, the customer satisfaction is higher thanks to more meaningful and additional information about the property. The customer stays longer on the website thus the bounce rate lowers because one finds more relevant information. This leads to dropping costs per lead due to increased efficiency. This differentiation is a big advantage towards competitors.

Easy integration:

The technical integration into websites is easy and also possible with a small budget

Thanks to very simple technical integration into any existing website or mobile application, the added value is delivered without a major technical effort or investment.

The Archilyse offering for real estate marketplaces supplements the information in housing advertisements and to increased customer satisfaction and to an improvement in marketing KPIs.

Contact us

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