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<https://www.bizjournals.com/pacific/news/2017/04/24/big-island-luxury-realtor-uses-3d-technology-to.html>

Big Island luxury Realtor uses 3D technology to sell \$11 million property

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Apr 24, 2017, 12:44pm HST

Eileen Lacerte, co-owner of Hawaii Beach and Golf Properties, uses 3D videos to help market and sell each of her Big Island listings, as technology continues to change the way Realtors and photographers showcase luxury residential real estate properties.

Lacerte's video recently resulted in the recent sale of an \$11.5 million property in the Mauna Kea Resort on the Big Island.

"I sent out the video in an email to homeowners of the surrounding properties, and it was passed along to someone who had been looking to buy a house in the area," Lacerte, who represented both the buyer and the seller of the property, told Pacific Business News. "The person thought the video was really amazing, and after watching it three or four times she called to view the property."

The 3D video can be viewed through virtual reality goggles, though it is also compatible for mobile and desktop viewing.

Technology tools have helped Realtors showcase high-end properties—priced at \$2 million or above—and sell them sight-unseen to international and Mainland-based second home buyers.

While Lacerte's \$11.5 million sale—previously owned by Emmy-award winning TV producer Stephen Bochco—was not a sight-unseen listing, she said her son, also a Big Island Realtor, has sold two high-end condos to a remote buyer.



COURTESY HAWAII BEACH AND GOLF PROPERTIES

Eileen Lacerte, co-owner of Hawaii Beach and Golf Properties, recently represented both the buyer and the seller in the sale of this \$11.5 million property in Kohala.

Two technology companies that Lacerte utilizes to aid with the sales of residential real estate properties is Matterport—a 3D video company—and BombBomb, a website that sends video emails.

Lacerte has been using video emails for about a year, which she says helps create a connection with the buyer.

“Videos are really helpful because 99 percent of my clients do not live in Hawaii, and by the time I meet them in person they feel like they know me,” Lacerte said. “That personalization is so important with selling properties.”

Facebook is also a useful way to distribute the videos, and Lacerte invests in Facebook Lead Ads, which she says is the “hottest thing in real estate right now.”

“On Facebook, you can target your market, so when I post the 3D videos I target it to the San Francisco and Silicon Valley areas and put in a specific age and price range, which helps it reach people who actually want to see it,” Lacerte said.

Most of Lacerte’s buyers are from the U.S. West, and she said she has noticed a surge in consumer confidence since the election.

“It seems like people looking to buy in the luxury price range were sitting on their money to see what was going to happen with the election, and when they found out what was going to happen, their confidence went up,” Lacerte said. “I have done over \$32 million in sales in the first 90 days of the year, which is crazy.”

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