Estimated Reading Time: 4 minutes

When buying or renting a property, potential clients would typically visit a prospective property in person. They expect to physically see the layout and design of the property for themselves. In more recent years, realtors or property owners would take photos of key aspects of the property. Usually, they publish them online, for prospective buyers to view the property from the comfort of their home. There are several limitations with these approaches, but scenario-based realistic 3D rendering in real estate is a high tech solution, we look into in this article. It opens up new opportunities for businesses and new career development paths for high tech graduates.

The problem

1. First of all, who is prepared to travel distances to view a property? Physically visiting many properties is time consuming for the buyer, unless they live in the neighborhood.
2. Most of real estate agencies do not have professional photographers. The photos are standard views, often low quality and therefore don't provide the viewer with the details of features and layout.
3. Photos must also be taken at "best timing available" and from the "best spots available" in the property. But sometimes, it's not physically possible to get a good photo from certain spots in the property, because a realtor can't stand certain tight spaces or get the right angle for the photo. Also it is not easy to find the best timing and order the perfect weather for the photoshooting.
4. To have photos or inspections arranged, a property must be physically built first . Therefore, there is a long lead time between construction completion and finding a buyer. This not only costs developers time, but money as well. Buyers can buy "off-plan", but this is risky as it's based on limited information and basic floor diagrams. In the case on On-demand interior design, it is a real challenge to convince the potential buyers.

These limitations are clearly frustrating for agents and buyers. The limitations are not easy to fix. As a result, agents and buys must turn to new methods.

Enter: 3D photorealistic rendering.

3D photorealistic rendering is the, well, *artform* of producing a 3D image of a real-life image or scene using software. Constant improvements in computer power and technology mean 3D artists can create close to lifelike images. This really is a game-changer for the real estate, construction and architecture industries, and brings benefits such as:

1. Allowing images from the best angles of the property possible, rather than restricting to where taking photos is just possible.
2. Allowing images with ideal lighting/time of day conditions to give the image the greatest appeal to a viewer, as well as high-quality interior design and furnishing aspects.
3. Creating 3D images before construction of a property started and viewing these images alongside the dimensioned floor plan (rather than the floor plan alone) would give an off-plan buyer much more confidence.
4. However, there's a catch; creating 3D renders requires a high level of skills and expensive resources, so it's not readily available for companies to use. In particular, small companies are unlikely to have budget to spend on training their staff to use 3D rendering software. They're also unlikely to want to spend on software licenses and high-powered computer hardware.

The solution

The solution is that real estate companies collaborate with 3D rendering industry experts to do the work together. Since the jobs are one-off per property, there are no ongoing costs for the realtor to maintain their software or staff and capital is spent only as needed. As a result all property companies have greater access to 3D rendering services meaning they can scale with their business, and that even a small player is given the opportunity to gain an edge over their competitors.

https://www.cademix.org

In summary, though 3D rendering is a must-have for modern construction companies, architects and realtors, the requirements for it's integration into a company are limiting. Contracting an expert in 3D rendering gives companies fast, affordable access to this technique, set to take off in the industry in the very near future.

Architecture and construction industry

People also visited:

Scrum in Pharma Industry and Agile Drug Development

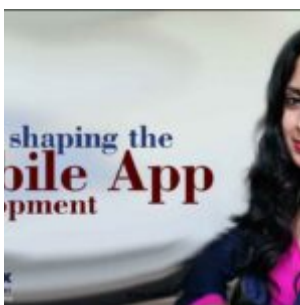Strategic Decision-making in European Energy Markets: Theory and Policy Implications

Protecting Your Privacy During Job Training in Europe

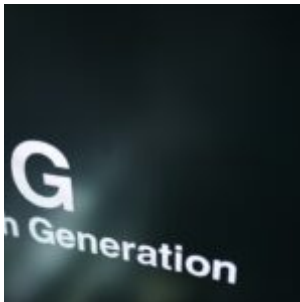AI-Assisted SEO: Leveraging Artificial Intelligence for Optimal Search Engine Performance

Acoustic Thermoplastic Polymer Analysis

How AI is Shaping Mobile App Development

Siemens Teamcenter PLM and Interconnection with SAP and CAD

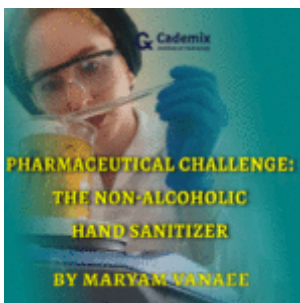New Pioneer in 5G and IoT: European Tourism Industry

Intralogistics Solutions and Automation

Case Studies Innovative Projects Made Possible with TinkerCAD and FreeCAD
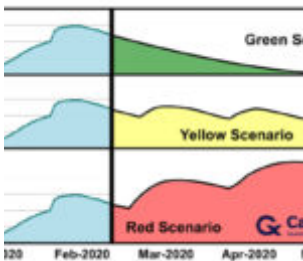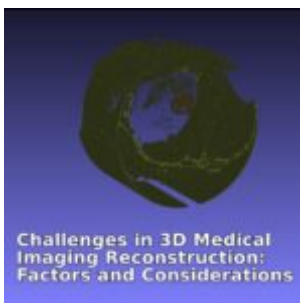

FMEA Insights in Manufacturing Industry

Pharmaceutical challenge: the non-alcoholic hand sanitizer

Application History: A
Career Acceleration Toolkit

Coronavirus: Business and
Career Plans require
adaptations

Challenges in 3D Medical
Imaging Reconstruction:
Factors and Considerations

Revolutionizing Logo Design: The Creative Power of AI

Impact of Horizon Europe Framework on Circular Economy
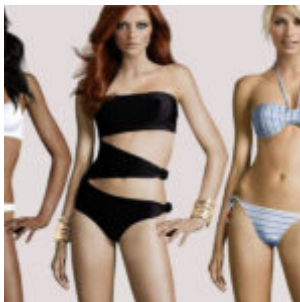

Optometrist Job Positions in Europe

Growing in Sawdust: Alternative Planting Medium in Vertical Farming

Comparing Industrial Machinery Manufacturing Iran and Germany's Food Processing

When Fashion "Models" be replaced by AI and Robots?

How can an Engineer become an Agile Project Manager?

Austria : Top destination for Pakistani graduates

The ABCs of Rental Inquiries in Germany and Austria: Effective Communication Tactics with Landlords