

REI INK

PlanOmatic - the leading provider of
quality photography, floor plans and
3D tours for the SFR industry



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WE ARE REDEFINING THE AMERICAN DREAM

PlanOmatic provides quality photos, floor plans, and 3D to the single-family rental industry with speed and at scale, nationwide.

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PLANOMATIC'S COMPANY VISION

The PlanOmatic vision started like this: Do you want to start a business and build something really big together, or be a lifeguard for the rest of your life? That's the question that Kori Covrigaru, CEO of PlanOmatic, asked his co-founder, Aaron Rose, in 2005 when he started the business. Since then, the PlanOmatic team has been a trusted partner to real estate investors across the United States, capturing property data and visual content that supports their nationwide real estate investments.

Real estate investors want to scale but need support to make that happen.

Many real estate investors want to scale their businesses, but they need the right strategic partner to help them do it. PlanOmatic helps real estate investors scale on-demand by capturing property data and visual content for them, while they build their business from anywhere. With their unmatched client experience, they're able to deliver useful, actionable data and

content in less than 48 hours.

Imagine you're scouring the inventory to uncover your next investment opportunity, meanwhile, PlanOmatic is capturing immersive 3D virtual tours of the properties you're considering. These tours are so detailed they allow you to take measurements, and they offer a range of viewpoints as well as the ability to "walk through" the property — from anywhere.

The freedom that comes from having a partner that helps you to scale at whatever pace you choose is unparalleled.



KORI COVRIGARU
CO-FOUNDER & CEO

What to expect from PlanOmatic in the future.

Expect to hear more about PlanOmatic in your real estate investor circles. Their capacity to capture property data and visual content will move beyond the quality photography, floor plans and 3D tours they provide today. In the near future, PlanOmatic will be able to help you scale that endeavor by focusing on the full investment lifecycle.

PLANOMATIC'S BUSINESS GOALS

- Define on-demand, transparent property data and visual content, so you can have that data available in the palm of your hand.
- Grow to support real estate investors throughout the investment lifecycle.
- Serve residential and commercial real estate investors, and support their marketing, insurance, and valuation needs.

HUMANITARIAN GOALS

- Continue to pursue their commitment to diversifying our workforce.
- Pursue a negative carbon footprint by 2032 to support sustainability.
- Donate \$1 from every order we receive to youth exiting the child welfare system, in keeping with our belief that shelter is a basic human right.

As a real estate investor, you need a simple way to scale your business. You need to be able to handle property acquisitions and management from anywhere. PlanOmatic is here to support your growth and help you scale on demand.

Take the steps you need to grow your business while streamlining your operations.

SPARROW: 3D ROI STUDY

EXECUTIVE SUMMARY

Introduction

PlanOmatic, the leading provider of quality photography, floor plans and 3D to the SFR industry with speed and at scale, nationwide, partnered with their client, Sparrow, a leading provider of well-kept single-family rental homes nationwide, to **measure the impact of using Matterport 3D tours for rental property marketing.**

Challenge

Sparrow had two main challenges to address in this study:

- 1** They needed to determine if there would be an ROI if they invested in 3D tours on all properties nationwide. The ROI would be measured in lead generation, self-showing tour activity, website views, and days on market.
- 2** They wanted to pilot the operations and technology needed to roll-out 3D. Could PlanOmatic perform the 3D service in Sparrow markets? Could the Sparrow IT team accept the 3D tour and include it in the feed to their website and to Zillow?

Solution

The data showed that using a Matterport 3D tour to market a property online has a significantly positive impact on leasing activity. Additionally, we confirmed that the operations and technology needed for a nationwide roll-out is ready to go.

"Online 3D tours fit into our digital strategy of offering a tech forward experience for our residents throughout the customer journey, and the tours improve our leasing metrics and cycle times."

JIGGS FOSTER
SPARROW CMO

Need to optimize
your portfolio?

Contact PlanOlabs

trose@planomatic.com

Details

ROI

The data showed a positive impact on leasing activity, specifically:

Zillow leads per day per property increased **18%** when a Matterport tour was used to market the property in Charlotte, NC, compared with properties that only had photos.

Website page views per day per property increased **66%** in Charlotte, NC and increased **58%** in Dallas, TX when a Matterport tour was used to market the property, compared with properties that only had photos.

Days on market decreased **25%** in Charlotte, NC and decreased **9%** in Dallas, TX when a Matterport tour was used to market the property, compared with properties that only had photos.

OPERATIONS & TECHNOLOGY

The PlanOmatic team was able to perform the 3D service in all markets for Sparrow, while keeping a consistent turnaround time and meeting the standard SLA expectations.

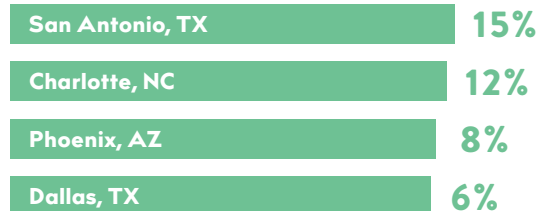
The Sparrow IT team was able to retrieve the 3D tour URL, embed it into their website, and also include it in the feed to the Zillow Group Rentals Platform. We confirmed that the 3D tour was visible on the following websites:

- Sparrow
- Trulia
- Zillow
- HotPads

3D TOUR CONCENTRATION

One additional finding from the study is that 3D tours are gaining traction in the Single-Family Rental marketing space. In 2021, in Maricopa County (Phoenix, AZ), **3%** of all available Single-Family Rental Homes used a 3D tour to market. In 2022, that number has more than doubled to **8%**. Here is the current 3D tour concentration of each market in the study:

% of all available Single-Family Home Rentals that have a 3D tour



Method

We tracked 233 properties across four markets: Charlotte, NC, Dallas, TX, Phoenix, AZ, and San Antonio, TX. We created a test group in each market by adding a Matterport 3D tour on approximately half the properties in each market, and compared that to a control group (the other half) that received the normal marketing services from Sparrow's existing solution. We created this test group and tracked the properties from January 10, 2022 to March 23, 2022.

HOW PLANOMATIC IS BUILDING THE RIGHT TEAM

Scaling your REIT, or any company for that matter, can be daunting without the right talent. With so much media coverage around the Great Resignation, it is a critical time to double down on what is working to make your company a desirable place to work. Here are three strategies that PlanOmatic has implemented to create one of the best places to work in the SFR industry today.

1 Invest in a People & Culture team or strategy

The only way that you can ensure that employee engagement initiatives are happening is through a dedicated team of professionals. This team should develop a feedback strategy, career development plan, DEI initiatives, manager training, performance reviews, recognition initiatives, recruiting, etc.

For context, PlanOmatic currently has 53 employees and three people on their People & Culture team. Investing in this team matters. Companies may think they can take on all of these initiatives or have managers do them, but that should be a temporary fix. It is a lot of work and time to maintain a great company culture.



2 Recognize where you have internal talent

Chances are, you have an incredible amount of internal talent at your company. Employees want to see their skills and hard work recognized, and many will also want to grow within your organization. Do not assume that just because your staff does not have specific experience that they cannot excel in a new role. Your existing staff has already been vetted, knows the company, and has most likely demonstrated where they excel.

The most important pieces to recognize here are not moving anyone into a role they are not ready for or do not want. When PlanOmatic has internal staff move into manager roles, they don't always hand over an entire team all at once. They let them slowly build up with a few direct reports at a time until they are certain they are ready. Managing is an entirely different skill and it can be detrimental to throw someone into this role with no experience. In addition, some employees may not be seeking rapid growth in your organization, but instead, are comfortable doing their jobs and excelling where they are at.



3 Build robust compensation and benefits packages

When you go on LinkedIn to source talent, which you will have to do in this job market, you are competing with multiple other companies and recruiters that are contacting the same people you are. You need to stand out against these other recruiting messages. One way to do this is to ensure that your company not only has “competitive” wages, but that your wages are in the top of the range for compensation. See where you can be competitive or stand out with other benefits - can you increase PTO, remote work options, cell phone or car stipend, health insurance, etc.?

If you can build up your benefits packages, this doesn't only help with recruiting, but retention as well. PlanOmatic has three major benefits that are very effective in retaining staff:

- PlanOmatic pays 100% of health care premiums for staff AND their dependents
- They have 20 days of PTO, 9 paid holidays, and a paid week off between Christmas and New Year's at the end of the year
- Matching 401(k) up to 4% that employees are eligible for immediately upon hire as well as immediately 100% vested

On top of pay, these three perks are extremely rare to find anywhere else. They would be tough to give up if individuals were considering transferring to a new job. This, in addition to great pay and a great culture, is why PlanOmatic has been fortunate to avoid the Great Resignation.



WE ARE S.F.R.

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