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IN OR OUT

What is the real impact as some landlords sell up?



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Windows Into The Future



Jagoda Duda talks about how she uses Computer Generated Images (CGI) in property development

These beautiful words by Horace; "A picture is a poem without the words" come to me every time when starting a new property project and it gets me excited.

In the property business we talk a lot about 'return on investment' (ROI), gross development value (GDV), and the numbers of rooms or units. We are trying to minimise cost by investing only in what's necessary rather than looking for opportunities to raise the value through selling the dream - not just bricks and mortar.

We are looking to maximise our profit by making sure we squeezing as much as possible from every square foot by reducing dead space and creating open plan living areas. We are using 2D drawings to present it to the planning committee and to investors and potential buyers. But does this really show the full potential of your development?

Can you occupy a person's mind space long enough to make them fall in love with your project, just with flat black lines on an A1 sheet of paper? Can they actually size up an apartment by looking at drawing in scale 1:50?

Build showrooms in 14 days

The beauty of using 3D modelling and CGI lies in building your apartments in a 'virtual space' firstly. You can place yourself inside the living room or bedroom and experience your work in 1:1 scale. You can play with finishes before the schedules are done and signed off.

By making yourself stand out you are increasing your chances of achieving a smooth planning approval process and securing finance. Better yet - if you can let your end consumer choose the finishes



and be involved in the process you'll ensure the sale by adding an emotional component to it.

Take impossible shots

With the shortage of housing in the UK and not much we can do to expand the ground we can build on, we have to be creative with the space we've got, which means that more often than not we have to squeeze between two existing buildings, extend to the garden or adapt an existing commercial building.

This can cause us some grief as usually it means we will have to either sacrifice square footage to create square rooms or accept an awkward room shape to maximise the footprint. The oddly shaped rooms are hard to present as standard

Show Room Images and Photos, which can then create a disappointment during the viewing and potentially be a deal breaker. A 3D Bird's Eye View is the answer to that. By looking at the unit from above you can see the whole layout and avoid surprising your customer with an acute angle or a rounded corner.

Beam me up, Scotty!

"The future of the property sector is to use Virtual Tours, where you can change everything inside the property - repaint the walls, change the flooring, add your own stuff inside and teleport yourself into your future home" that is how Richard Ollier, founder of Giroptic saw CGI and Virtual Design going forward in the property business.

Interactive walkthrough does exactly that. It takes you on a tour around your apartment-to-be, gives you opportunity to adjust finishes to suit your style, teleports you from one room to another. And you can do all of that from the comfort of your sofa.

Occupy their mind space

Some say CGI is an unnecessary expense. It's nice as a novelty, but not crucial to success. Perhaps, but so was the iPhone in 2007. Can you imagine running your business now on a Nokia 3310 without the efficiency that smartphones and apps have given us in recent years?

Just think how much time you are saving now by going on Rightmove or Zoopla for an initial browse in your own time without the limitation of abiding with an estate agency's opening hours.

Virtual reality is not just for the gaming industry now. It is taking its rightful spot in training across many industries - from surgeons to pilots to crane operators. It gives us opportunity to look into the future and have low cost make-overs as well.

Still images, 360 visuals, animations, interactive walkthroughs, Augmented and Virtual Reality. That is just the beginning in transforming the way we view, buy and sell property. Many say our attention span has shortened over the years. We are jumping from one thing to the next and our interest drops almost as quickly as it arises when the item of our desire cannot be delivered in 48 hours. So, what's the point of starting early?



I really don't think this applies to property. Contract exchange takes weeks and even if the interest drops a bit after the initial spike, with digital marketing you can retarget your audience and whet their appetite and reheat the flame over and over. You can imprint your brand and what it stands for. You can make sure that you're present - in their thoughts - or even in the back of their mind, and not just at the last phase of your development.

Case Study 1:

Imam came to us looking for help with his commercial conversion. He was going through planning at the time and the valuation wasn't what he expected. We helped him visualise one of the units, Block


entrance and hall. He not only got his planning approved and extra £250k on his valuation - the CGI was a part of the presentation pack - but he liked the interiors we came up with so much that he decided to finish the development to our design.

Case Study 2:

Sally came to us to create CGI for her development. We've done the initial visualisation (in a month) and she just came back as she wanted to change the look and finishes, so we've begun the process of re-designing interiors and exterior to match her new vision.

Can you imagine the impact of such a change in real life? The material wasted and the labour cost? Would you still do it? Or would you record it as a lesson learned?

Case Study 3:

We like to lead by example so we are using CGI in our own property business - which is Serviced Accommodation. On top of creating CGI and Birds Eye View to show the size and layout of our flats, for advertising during the refurbishment we also created a Virtual walkthrough to show off the apartment and visually answer most of the FAQs asked by guest looking for longer term accommodation. 



The Author: Jagoda Duda has worked on various scale projects as a designer and engineer, solving unique problems and presenting those solutions in a way that is easy to understand. After years working in a job she decided to jump head first into the property world as an aspiring developer by applying her experience, and she also helps others show the full potential of their developments.