

PHOTO-REALISTIC

VIRTUAL STAGING

IS A BREAKTHROUGH

IN REAL ESTATE

TECHNOLOGY



## WHAT IS VIRTUAL STAGING? |

Our hyper-realistic virtual staging is a breakthrough technology that improves imagery for homes that, due to access or budget, are not amenable to extensive real-life staging. In the examples that follow, not so much as a light bulb was moved by hand. Instead, the virtual imaging artist was able to cover up, arrange and improve, all from the original photo, without distorting or misrepresenting the home.

In our revolutionary approach to virtual staging, the Modica Team meticulously scrutinizes details such as shadow, light and fabric textures to ensure the final image is so realistic it becomes indistinguishable from physical staging.

Visit [www.modicastaging.com](http://www.modicastaging.com) for our full virtual staging gallery.

## Case Study 001 - Balance

**Problem:** The Modica Team took over this listing after it had been on the market for over a year with two previous brokers. The home's furniture was sparse, and the walls were quite bare, which prevented sellers from seeing the true potential of the space.

**Solution:** Our goal was to furnish the room so that buyers could better visualize the home. By adding furnishings, art and foliage, the room is far more balanced and welcoming than in its sparsely furnished, off-balance condition.

**Result:** Once virtually staged, this home sold at asking price at the very first open house.



## Case Study 002 - Cover Up

**Problem:** The bedroom closet had a curtain as a door, which looked shabby, and the busy bedding detracted from the appeal of the room.

**Solution:** The Modica Team's virtual staging artist added closet doors and new furniture that better represented the space. To underscore our dedication to honesty and transparency, in addition to labeling all images with a standard "This photo is a virtual rendering," we also noted specifically in all marketing efforts that the closet doors were virtually rendered.

**Result:** With simple changes to closet doors and bedding, the room's best features — ultra-high ceilings and a large window — immediately appeal to buyers.



## Case Study 003 - Clutter to Calm

**Problem:** Quite often brokers face challenges with rentals where traditional staging is certainly not an option. In this home, we were challenged by the existing tenant's clutter and furnishings that hid the appeal of the space.

**Solution:** Our final image created an inviting, clean and open rendering that underscored the spaciousness and light in the home.

**Result:** The Modica Team leased this beautiful apartment in less than a week.



## Case Study 004 - Blue Skies

**Problem:** The photo shoot at this gorgeous home was cursed by a cloudy, hazy day, and the umbrella in the center of the terrace — rooted in a heavy pot of stones — detracted from the stunning views.

**Solution:** Through virtual staging, we were able to transform this cold, cloudy day into a sunny, warm afternoon. Unable to move the pot, the artist carefully erased the umbrella from the shot, revealing the terrace's wide-open views.

**Result:** Far from misrepresenting the beautiful terrace, we've — quite literally — shown it in its best light.





## THE IMPORTANCE OF AUTHENTICITY |

Carefully addressing light and shadow are the keys to creating believable virtual renderings, and this is, quite frankly, where artists of lesser skill fail. In this example, the rendering artist simulated the sunlight from the original photograph, carrying it across the folds of fabric, the magazine and the floor. This anchors the virtually rendered pieces into the image and creates a realistic, authentic reaction among viewers.

Image enhancement is also often necessary in new development where a project is mid-construction. From barely framed walls an ultra-realistic representation of the home's final state can be articulated.

# CONCEPT TO COMPLETION | AND THEN SOME

The Modica Team is one of the strongest brands in the New York real estate market today, offering highly innovative and effective selling strategies for premier and luxury listings. The team is led by one of the industry's pioneering marketing experts — Ralph Modica. Drawing on a creative background in graphics and photography, Ralph crafts and deploys unique tactics that drive success and set the stage for the entire Modica Team's brand approach — an approach devoted to delivering exceptional style and vision to each engagement. Every property has a story to tell, with innate qualities that must be clearly articulated to potential buyers.



The greatest decision you'll make when buying or selling your home is choosing representation. It determines the entire course of the transaction and directly impacts the end result. The Modica Team offers exceptional and personable service, guiding clients through all aspects of the process with expert insight, and unquestionable honesty and integrity.



## Reflection. Shadows. Light. Texture.

These are the four simple aspects that are essential to believability. When these details are authentic and follow the laws of light, they come across credible. This is where so much virtual staging falls short of success — it lacks realism. The Modica Team offers unparalleled hyper-realistic virtual staging that is believable and persuasive.



COMPASS

[www.modicateam.com](http://www.modicateam.com)