

**Location**

Netherlands

**Scanned**

Residential and commercial properties

**Scan size**

Varies per property

**Scan time**

Approx. 15 minutes per scan

**Industry**

Real Estate

Measuring accurate floorplans for Real Estate advertising

Real Estate is a fast-moving and highly competitive market. Companies are reliant on good customer relationships based on trust. They realise the importance of providing accurate measurements and specifications of the properties they are advertising. Incorrect measurements of a building could be under or over-valued, which could result in complaints, invalidate a sale leading to fines, or damage their reputation.

This is particularly pertinent in the Netherlands, as they have placed a high level of importance on delivering accurate floorplans when advertising a property. In fact, in 2010 a new regulation was introduced when properties in Amsterdam were sold at a higher cost, after being overvalued due to incorrect floorplan measurements. The new regulation, BBMI, requires businesses advertising properties to provide accurate floorplans or face potentially heavy fines.

This required businesses to think differently about how they could quickly and accurately assess the properties they were advertising.

Rotterdam based media and marketing company, ZIEN24, realised they needed to modernise how they measure properties in light of the regulations. ZIEN24 produces content and digital floorplans for estate agents, covering all types of residential and commercial properties.

The company began measuring properties using laser rangefinders, which were not only time-consuming but also not cost-effective. The company received complaints when properties were not measured within the limits of the regulation, and the team had to occasionally return to properties to re-measure them. In addition, ZIEN24 was sending both photographers and surveyors to properties, which was not cost-effective or ideal for their clients.



The GeoSLAM scanner not only gives us confidence in the end product but gives our clients peace of mind knowing

ZIEN24 and GeoSLAM

Having worked with point clouds previously, ZIEN24s co-owner, Boy Van Houten, thought that they could be the solution for accuracy. However, they needed a setup that was quick and effective, so static-based systems were not an option. After researching different scanner options, they decided to try GeoSLAMs ZEB Revo RT with the ZEB pano accessory.

The ZEB Revo RT is highly accurate, fast, and easy to use. As it requires minimal training, ZIEN24 taught their photographers to scan properties when they're on location taking marketing photos. This negated the need for a surveyor, saving ZIEN24 money which could be passed on to their clients. The scanners accuracy largely removes the risk of human error, and ZIEN24 have not received any complaints since starting to use GeoSLAM scanners back in 2019.

The addition of the Pano allows them to take informative 360 degree panoramic photography, at a much quicker pace, during a scan. The ZEB Pano stores the exact location of each panoramic image within the scan, enabling more accurate and less intrusive property surveys. This is vital for ZIEN24, as the popularity of virtual house tours increases within the real estate industry.

As the scanners captures in real-time, the photographers can easily ensure that they are capturing every room, as they walk around. Furthermore, the speed of capture, 200m2 in 15 minutes, means that more properties can be assigned to photographers per day. The data is then processed in their offices in China, and accurate floorplan reports are typically turned around within 24 hours.

The ZEB Revo RT has also helped them to expand into other markets, and they now offer scanning services to support BIM models.

