



The Importance of Digital Renders and Why It Is Essential for the Real Estate Professional

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There are many types of real estate professionals that can use digital renders. Realtors can use digital home staging for listing sheets, and STR investors can incorporate digital clean-up and removal for presentation packages that show potential to stakeholders. Our previous newsletters point out the many facts of why hiring an interior architect for your design projects is useful.

With the current trends of transitioning from office to home, discoveries of current work models are functioning for many companies. Forecasts depict the trend will continue well after the pandemic subsides. PWC.com surveyed 120 executives and 1,200 office workers that have established permanent flexible workweeks and workdays. Their calculations show 39% of companies using the remote work model before the pandemic, 77% during, and 55% are projecting that they will continue the new work model: 72% of office workers who want at least two days of remote work.

The real estate industry recently discovered the challenges of remote work and now utilize video

conferences, email, virtual tours, and digital transactions. An article written for McKinsey and Company states that there are behavioral changes in the real estate industry's operations that may outlive the crisis.

Designers are adapting, too. They have been adapting for several years. Many designers are now able to earn their entire degree using online schooling. The shift from the traditional workspace to remote has been in effect for over two decades, according to an article from Harvard Business Review, and we are just now seeing the life-altering results.

Today's designers know the value of creating digital designs remotely, but does the real estate industry know it? Designers understand the importance of digital techniques. For example, designers who work with real estate professionals promote digital home staging. Digital home staging reduces the carbon footprint that results from long hauls of furniture, strenuous manual power, and other operating expenses. The same sustainable ideology goes for fix-and-flip investors and

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contractors who would like to discuss design in a remote and contact-less approach.

There are more opportunities for real estate professionals to communicate design. For example, realtors can have a complete staging fit-out because more than one room, with a more extensive array of furnishings, can have a digital home stage. An article by the National Associate of Realtors mentions how spaces can present a listing in many styles and functions, helping agents find a broader audience. It goes on to say that expert designers can pull together a variety of styles that allure the “desires and expectations” of home buyers.

Interior architects and designers spend their time studying industry applications, perspectives, and end-users needs that allow for the enhancement of a home’s features. Digital renders are essential because they establish safety parameters, reduce operating expenses, lessen repair costs, incorporate sustainability, and improve tenant satisfaction. They are custom, quick, and efficient for the modern real estate industry.

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