

# CBRE

## Providing an established company with a **new perspective**

*CBRE is a full service commercial real estate firm providing solutions to property owners, investors and occupiers. With 37,000 US professionals in 200 offices, it is the largest commercial real estate services company in the world.*

### The Challenge

Successful commercial real estate companies like CBRE are always looking for technologies to improve efficiencies and gain a competitive advantage. Visual tools have taken up a top role in real estate marketing—these include things like high-quality photographs and virtual tours, but with these technologies becoming so commonplace, CBRE is always looking for the next best thing to set them apart.

Currently, some of CBRE's most sought after innovations are immersive experiences. These immersive experiences enable clients to experience properties remotely, without having to hop on a plane, or leave their office or home.

### The Solution

After seeing an AerialSphere-fueled property tour for the first time, Darice Rose of CBRE knew she had to have it for her property presentations in Atlanta. She promptly reached out to AerialSphere and began defining a solution to show CBRE buildings from a whole new perspective. AerialSphere collaborated with CBRE on creating an **XP360 On Demand** set of spheres and data overlays to accomplish all of CBRE's requirements. Not only were the immersive spheres great for live presentations, CBRE loved the fact that they could easily be used by their clients after the presentation on their own to see the building from their own perspectives.

“This new technology from AerialSphere helps [CBRE] pivot to meet the needs of changing markets, the next generation of buyers, and a new way to sell properties.

—**Darice Rose**, *Director Institutional Properties*

CBRE is now looking at the **XP360 web application** and the potential to create and share immersive experiences on their own. They love the fact that the XP360 platform provides an easier and more cost-effective way to take advantage of immersive aerial experiences; they can now create an aerial experience of a building in minutes from their own devices.



See XP360 in action at [aerialsphere.com/real-estate](http://aerialsphere.com/real-estate)