

Contact: Bobbie Ayers
Telephone: 941-993-4380
Email: bobbieayers@visapp.com
Website: www.visapp.com

VisApp announces the release of ColorStager, a virtual solution for Realtors

People who are shopping for a house now have help in imagining their stamp on a potential new home - ColorStager, a software application that lets them paint walls, install flooring and plant trees with the click of a button.

And that gives real-estate agents the ability to outfit their listings in a way that goes far beyond as-is photos of their properties online and that also saves money on professionally staging houses. Realtors can now help their clients visualize themselves in a particular home using the clients' own taste rather than someone else's.

"The ability to personalize a listing makes all the difference," says Carla Vinyardi, a real estate agent at Realty Executives in Leawood, Kansas, who uses ColorStager as a listing tool. "People love to see the end result, and the ColorStager provides a way to see that. It empowers them."

ColorStager has been developed by VisApp, LLC, a veteran in visualization software applications for the home improvement and landscape industries. VisApp founder Bobbie Ayers says that the company wanted to give Realtors an answer to a challenging market by coming up with a complete online selling tool.

"We found a common trend within the real estate industry, and that was the fact that many real estate professionals are holding onto an overabundance of listings," Ayers says. To try to move stale listings, Realtors often ask sellers to physically stage a home. But ColorStager allows them to pass on to potential buyers a whole gallery of interior and exterior home-improvement products that shoppers can add to photos of the listings they're interested in. The application features auto-fill technology that allows agents to select areas of their listings to be outfitted in one click. Walls are magically painted the color of a shopper's choosing and flooring is installed at the click of a button.

Buyers who use ColorStager remain on a listing an average of eight minutes, providing real estate agents with an opportunity to capture valuable leads. ColorStager also connects consumers to contractors and suppliers in their area with a business-to-business feature that places them in direct contact with local partners.

Real estate agents upload their listings into ColorStager, and it displays a portfolio of the listings that includes a description of each property, its location, its size and its MLS number. It also gives Realtors a centralized location for all their listings. ColorStager was recently launched at the Realtors Trade Expo in New Orleans and was welcomed as a needed boost to Realtors looking to stay on top of the market.

About VisApp, LLC

VisApp, LLC, headquartered in Sarasota, Florida, is a leading developer of personal visualization technology that offers innovative, interactive and easy-to-use visualization tools to individuals and businesses. For more information about ColorStager, visit the company's website at www.visapp.com or www.colorstager.com.