

# HORIZON REALTY GROUP

CASE STUDY PRESENTED BY  
INTERACTIVE VIDEOS CO.

# ABOUT HORIZON REALTY

Horizon Realty Group is a premium real estate agency operating in the competitive urban housing market of Toronto, Canada. Known for its boutique-style service and expert agents, Horizon offers high-end residential properties, luxury condos, and family homes tailored to each client's lifestyle. The agency is deeply committed to delivering not just homes, but experiences — blending market insights with human connection.



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# THE GOAL

Horizon Realty aimed to increase qualified lead generation and streamline the property discovery process. Their objective was clear: create a more engaging and interactive way for potential buyers to explore listings online, select their preferences, and book viewings—all without overwhelming the sales team.



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# THE CHALLENGE

Despite professional property listings and a sleek website, Horizon faced several digital roadblocks:

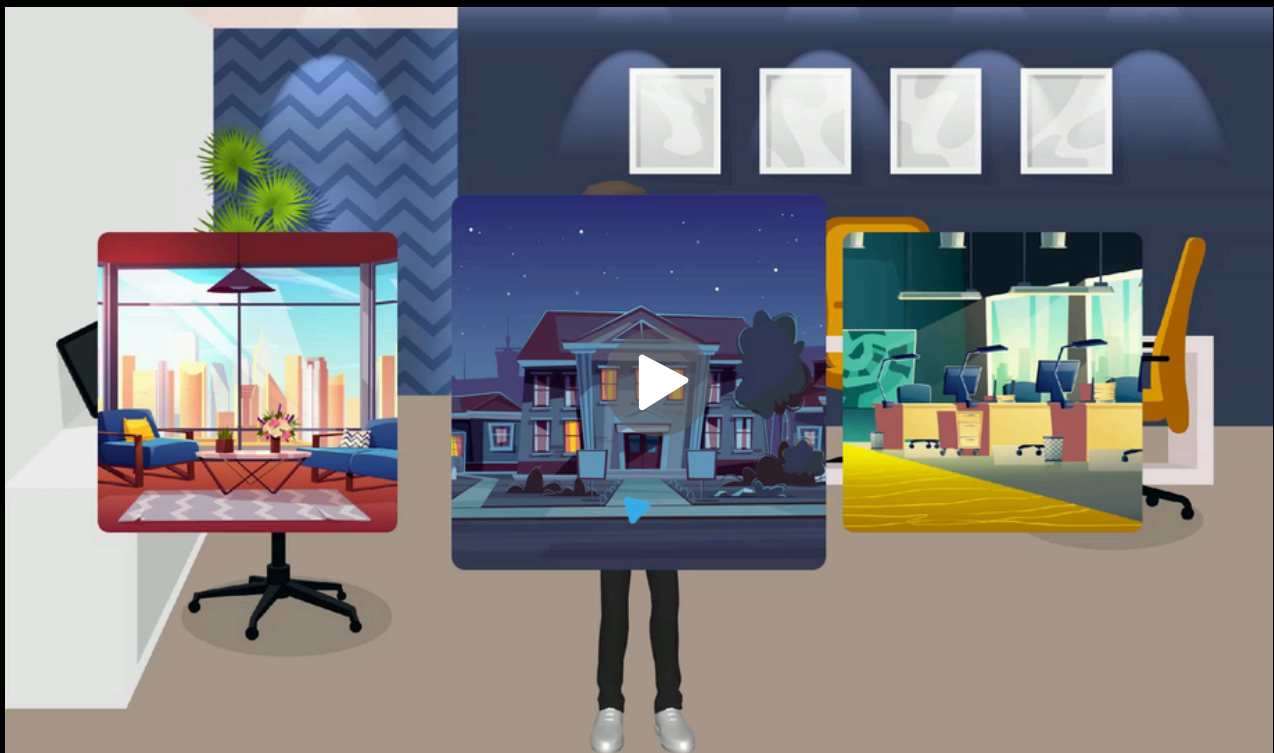
- Overloaded inboxes with unqualified leads asking repetitive questions
- Prospects dropping off due to static content and lack of personalization
- Difficulty in showcasing emotions and value of high-end listings through traditional photo galleries
- Limited time for agents to nurture leads manually



# THE SOLUTION

We designed an interactive video solution tailored to their brand. Users could:

- Created custom interactive property tour videos with clickable options for room views, pricing, and features
- Integrated lead capture forms and “Schedule a Visit” buttons directly within the videos
- Used data analytics to track viewer behavior, helping sales teams prioritize hot leads



# THE RESULTS

- 1 60% increase in qualified lead submissions
- 2 34% more property viewings booked
- 3 Reduced inquiry response time by 70%
- 4 Average video watch time increased by 3X
- 5 Viewers could virtually walk through properties, filter by budget, area, and style
- 6 Closed two high-value property deals within 45 days of launching the video funnel

# READY TO ELEVATE YOUR REAL ESTATE BRAND AND CLOSE DEALS FASTER?



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