

# RealTOUR Productions

"RealTours for Realtors" – Real Estate Video Production, Distribution and Marketing - Presents:

## 100 Ways to Market Real Estate (Online)



(Access to Millions of Potential Buyers with One Quality Presentation.)

*"Rich Media can Get Your Properties Seen and Sold"*

# RealTOUR Productions

"RealTOURS for Realtors" | [www.RealToursLV.com](http://www.RealToursLV.com) | 702.445.7224

## - 100 Ways to Market Real Estate (Online) -

(1-50 Assembled by Sami Inkinen | COO, Co-Founder of Trulia, Inc. | Presented in San Fran (Inman) and Austin, TX)



### Categories....

#### 1. Social Media | 2. Multimedia | 3. Communication | 4. Blogging | 5. Listing Sites

1. **Craigslist** | Post your free local classified listings. | [www.craigslist.org](http://www.craigslist.org)
2. **GoogleBase** | Post it on Base. Find it on Google (Base) | [www.base.google.com](http://www.base.google.com)
3. **Trulia** | Trulia-Get in front of serious home buyers onTrulia.com | [www.trulia.com](http://www.trulia.com)
4. **Zillow** | Post your property for free. | [www.zillow.com](http://www.zillow.com)
5. **HomeScout** | Get exposure for your listings. | [www.homescout.com](http://www.homescout.com)
6. **Oodle** | Post your free classified listings. | [www.oodle.com](http://www.oodle.com)
7. **Edgeio** | Post your listing, be viewed by the world. | [www.edgeio.com](http://www.edgeio.com)
8. **Live Deal** | Get in front of your local community. Small accounts for free. | [www.livedeal.com](http://www.livedeal.com)
9. **SecondSpace** | Lifestyle network of sites such as Landwatch.com that you can submit to & syndicate out. | [www.secondspace.com](http://www.secondspace.com)
10. **Postlets** | Submit your listings and get on several classified sites. | [www.postlets.com](http://www.postlets.com)
11. **VFlyerListing Widget** / Sell things easier & faster; create only one ad - submit to multiple sites. | [www.vflyer.com](http://www.vflyer.com)
12. **Facebook** | Create a profile and connect with people around you. | [www.facebook.com](http://www.facebook.com)
13. **LinkedIn** | Relationships Matter -join online network of over 12 million professionals. | [www.linkedin.com](http://www.linkedin.com)
14. **Yelp** | Review local businesses. Become a local expert. | [www.yelp.com](http://www.yelp.com)
15. **TruliaVoices** | Create a profile & answer local real estate questions from potential clients; link to your site. | [www.trulia.com/voices](http://www.trulia.com/voices)
16. **Home Thinking** | Create a profile and be found by customers looking for an agent. | [www.homethinking.com](http://www.homethinking.com)
17. **Bebo** | Online social network, create a profile, explore and be discovered. | [www.bebo.com](http://www.bebo.com)
18. **Fatdoor** | Get to know your neighbors. | [www.fatdoor.com](http://www.fatdoor.com)
19. **The Flipping Pad** | Share and discuss real estate investing. | [www.flippingpad.com](http://www.flippingpad.com)
20. **Tagged** | Social networking destination where people showcase their talents and connect with others. [www.tagged.com](http://www.tagged.com)
21. **TurnHere** | Full service internet video solution provider. Solves all video needs. | [www.turnhere.com](http://www.turnhere.com)
22. **WellcomeMat** | Upload a video or hire a videographer to market your listing. | [www.wellcomemat.com](http://www.wellcomemat.com)
23. **RealEstateShows.com** | Create an internet commercial for your listings. | [www.realestateshows.com](http://www.realestateshows.com)
24. **YouTube** | Broadcast your listings onYouTubeand integrate on your site. | [www.youtube.com](http://www.youtube.com)
25. **Blinkx** | Broadcast your listings on Blinkx video search. | [www.blinkx.com](http://www.blinkx.com)
26. **Blip.tv** | Upload listing tours to gain direct exposure and distribution. | [www.blip.com](http://www.blip.com)
27. **Break.com** | Upload listing tours to gain exposure. | [www.break.com](http://www.break.com)
28. **Dailymotion.com** | Share you listing tours with potential home buyers. | [www.dailymotion.com](http://www.dailymotion.com)
29. **Vimeo.com** | Share your listing videos with only those you choose to. | [www.vimeo.com](http://www.vimeo.com)
30. **tubemogul** | Upload your listing videos and distribute to top video sites. | [www.tubemogul.com](http://www.tubemogul.com)
31. **Inman TV** | Real estate television. Get noticed. | [www.inmantv.com](http://www.inmantv.com)
32. **Slide** | Create and share slideshows of your listings. | [www.slide.com](http://www.slide.com)
33. **Listingdomains.com** | Create a property specific website. | [www.listingdomains.com](http://www.listingdomains.com)
34. **Mixbook** | Create a book of your featured listings. | [www.mixbook.com](http://www.mixbook.com)
35. **transpera** | Create and share mobile video tours. | [www.transpera.com](http://www.transpera.com)
36. **Skype** | Talk to anyone over the Internet for free. | [www.skype.com](http://www.skype.com)
37. **Meebo** | Consolidate all your instant messagers in one place. | [www.meebo.com](http://www.meebo.com) |
38. **Jaxtr** | Link your web presence to your phone while maintaining privacy. | [www.jaxtr.com](http://www.jaxtr.com)
39. **Plugoo** | Chat with your Web site or blog visitors in real time. | [www.plugoo.com](http://www.plugoo.com)
40. **jaiku** | Connect with people by sharing presence updates. | [www.jaiku.com](http://www.jaiku.com)
41. **Twitter** | Let your clients know where you are and what you are doing. | [www.twitter.com](http://www.twitter.com)
42. **Userplane** | Enable live chat on your Web site or blog. | [www.userplane.com](http://www.userplane.com)
43. **Wordpress** | Start your own blog today. | [www.wordpress.com](http://www.wordpress.com)
44. **SixApart** | Start blogging today. | [www.sixapart.com](http://www.sixapart.com)
45. **LiveJournal** | Platform for blogging discussion forum or a social network. | [www.livejournal.com](http://www.livejournal.com)
46. **Housingwidgets.com** | Place to find & share real estate tools for your site or blog. | [www.housingwidgets.com](http://www.housingwidgets.com)
47. **TruliaMap** | Showcase your listings on your website or blog with this widget. | [www.widgets.trulia.com](http://www.widgets.trulia.com)
48. **Active Rain** | Free online community for real estate pros to help promote & grow business. | [www.activerain.com](http://www.activerain.com)
49. **VidListing** | Real Estate Videos Site – Post yours | [http://www.vidlisting.com/video/videohome\\_en.asp](http://www.vidlisting.com/video/videohome_en.asp)
50. **InmanWiki** – RE Encyclopedia – Add Video | [http://www.inmanwiki.com/Real-Estate/Adding\\_Your\\_Video\\_to\\_InmanWiki](http://www.inmanwiki.com/Real-Estate/Adding_Your_Video_to_InmanWiki)

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NOTE – Mega Camp Special for Keller Williams Agents from Trulia **Trulia Agent Featured Listings** lets you • Get up to 4 times more buyers from Go to: <http://www.trulia.com/agents/feature> Use Code: 8df2k9Trulia •Capture the leads and send them to your email •Add your picture and contact information to appear on your listings This program is free until October 1<sup>st</sup> 2007 for KW agents, after that \$50/month/flat fee | Any questions, please email: [customerservice@trulia.com](mailto:customerservice@trulia.com) | Sami Inkinen COO, Co-Founder Trulia Inc. – Thanks!

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## - 50 MORE Ways to Market Real Estate Online -

1. [Realtor.com](#) | Realtor.com – The Biggy - Post your Listings and your Rich Media.
2. [Real Estate Voices](#) - The social network for real estate - works like Digg.
3. [Google Local](#) - Add your real estate business to Google Maps and Local.
4. [WannaNetwork.com](#) - A challenger to Active Rain's agent community?
5. [MySpace](#) - Create a profile page about your RE business, and get networking!
6. [CaffeineNow.com](#) - Create a sweepstakes and generate more leads!
7. [Backpage.com](#) - Get listed on CraigsList's major classified ad competition.
8. [ThisProperty.com](#) - Sell or rent your property on here.
9. [Yahoo Search Marketing](#) - Create a real estate pay-per-click campaign.
10. [Kijiji.com](#) - The new competition for CraigsList - get on here soon as you can.
11. [FeatureYourListings.com](#) - Great new way to sell your home listings quicker.
12. [AssociatedContent](#) - Create content here, become an expert, and get paid!
13. [PodCastPeople](#) - Create a real estate pod cast and become an expert!
14. [MSN Ad Center](#) - Newly improved, often cheaper than Google for PPC.
15. [RSS Pieces](#) - Get a real estate blog with all the bells and whistles.
16. [Do a Guest Blog Post](#) - Become an expert and build exposure for yourself.
17. [ReviewMe.com](#) - Pay someone to review your business or services.
18. [Yahoo Directory](#) - \$299 per year to be listed in Yahoo - good deal!
19. [PRweb](#) - Gain exposure by writing and submitting a press release for \$80.
20. [TextLinkAds](#) - An easy way of getting quality links to your website.
21. [HouseFlix.com](#) - Stand out from the crowd with a video of your listing
22. [Yahoo Answers](#) - Become an expert on the most popular answer service.
23. [PayPerPost.com](#) - Another way to get your business reviewed online.
24. [Blogger.com](#) - The quickest and easiest way to start your blog (and free!)
25. [Google AdWords](#) - The easiest way to get instant exposure (at a cost...)
26. [Answers.com](#) - Become an expert and answer real estate questions.
27. [Foreclosure.com](#) - The online foreclosure exposure specialists.
28. [Business.com](#) - A great directory to be listed in, and cheaper than Yahoo's.
29. [Manoto.com](#) - Create a very cool new video tour for your listings.
30. [Squidoo.com](#) - Build a page about your local area and become an expert.
31. [www.classifieds.yahoo.com](#) - Yahoo! Classifieds for National Real Estate.
32. [www.blackberry.com/select/offers/professional/real\\_estate.shtml](#) | Blackberry Listings for Real Estate.
33. [www.realestateadvisor.com](#) | Real Estate Advisor is a real estate search engine that aggregates real estate listings and drives traffic directly back to agent and broker sites.
34. [www.homes.point2.com/](#) | Neighborhood-based search, intuitive design, and rich listing content make Point2 Homes a successful and growing source of free leads for Point2 members.
35. [www.bouncepad.com](#) | BouncePad – Add Listing to Mobile Phones Users.
36. [www.Ebay.com](#) | eBay is The World's Online Marketplace enabling trade on a local, national and international basis. For real estate, eBay offers the posting of fixed price classifieds ads. eBay is one of the most trafficked websites on the Internet.
37. [www.Homescape.com](#) | Homescape provides local, comprehensive property listings and rich content to home buyers and sellers nationwide, delivering a suite of advertising solutions that offer choice and results that enable real estate professionals to grow their business.
38. [www.postyourproperty.com](#) | PostYourProperty.com | Search and Post on any National MLS.
39. [www.listhub.net](#) | **ListHub** is a powerful online marketing tool that gives brokers a comprehensive, easy-to-use Internet marketing strategy to place their listings in front of buyers. **ListHub** places digital yard signs on the Internet for all the broker's inventory.
40. PropBot is a free property listing service and is committed to publishing complete content to generate better results | <http://www.propbot.com>
41. The Real Estate Network | <http://www.realtown.com/>
42. Real Estate Broadcasting and Web Marketing | <http://www.mlbroadcast.com>
43. Videohomes.com LLC developed The Video Homes Network as a GEO vertical Search portal that brings consumers to geographic specific real estate destinations in a media-rich local atmosphere. | <http://www.videohomes.com/>
44. CLRSearch.com is a Real Estate Search Engine that provides a data rich environment to explore listings, community demographics, and other data relevant to one of the most important decisions of your life. | <http://www.clrsearch.com/>
45. [www.RealEstateABC.com](#) | RealEstate ABC just released their Beta property valuation tool to compete directly with Zillow. It uses Google Maps in its technology mashup and allows you to do cool things like adjust values of properties given certain market conditions, web 2.0 style, something Zillow does not have. They seem to have beaten Zillow at their own game.
46. [www.Propsmart.com](#) is another site that scrapes the web for property listings. Like the others, it uses GoogleMaps for interactivity. Nothing really to write home about, IMO.
47. [www.HousingMaps.com](#) - is one of the innovators of the real estate space of Web 2.0. Using a blend of Craigslist and GoogleMaps to introduce one of the first recognized nextgen real estate websites. While not the most beautiful site, this creation has kicked off the revolution.
48. [www.HomePriceMaps.com](#) - integrates how much homes SOLD for nationwide using the google mapping technology. Simply select city and state from the city menu and click search. If you don't see data for your area simply email [HomePriceMaps@gmail.com](mailto:HomePriceMaps@gmail.com) with your zipcode and or address and they'll update the site with your info and email you within a few days.
49. <http://www.forsalebyownercenter.com/maps> - Here is a free "For Sale by Owner" site that has lot's of listings and incorporates google map search. Also has alot of very useful mortgage calculators, including a mortgage qualification calculator tied to each FSBO listing.
50. MLBroadcast™ is a video broadcast system for real estate professionals. Our platform has been designed to provide agents, brokers and builders with an easy and affordable way to take advantage of the latest in syndication, video podcasting and web broadcasting. Think of it as your very own Tivo® style television broadcast that stays updated with professionally narrated video episodes. Viewers subscribe to your broadcast for free and get new content each time you add it! <http://www.mlbroadcast.com>

## *Stats and Trends (The Web and Real Estate)*

- There are currently over 900 Million Internet Users.
- 25% of all Searches involve Real Estate and Finance.
- 90% of Agents and 80% of all Home Searches begin Online.
- Nearly 80% of Internet searchers are for Multimedia and Video.

Nearly 70,000 new people are getting Internet access every day. Studies also show that the average homebuyer is also getting younger, and increasingly grew up with the Internet.

According to a study commissioned by the California Association of Realtors, Internet homebuyers were reported to be wealthier and purchasing more expensive homes. Internet homebuyers bought a median priced home of \$452,000 while traditional buyers purchased a median priced home of \$310,000.

In addition to the huge audience of excellent prospective clients, the Internet offers both convenience and cost effectiveness that traditional media cannot. Web sites are more engaging and informative than even the best brochures. Emails make it easier and cheaper to keep in touch with existing clients. You do not need to have a four or five-figure marketing budget to create a professional online presence.

Recent surveys have shown that over 80% of Internet users find web sites through search engines. Getting a high ranking in a popular search engine such as Google.com can literally double your traffic overnight.

### **Agents Seeing Success with Online Video**

Online video is no flash in the pan, a recent report from eMarketer projects that in the US alone the number of online video viewers will rise from 114 million to 183 million over the next five years.

The bottom for real estate is that video will, in the short term, at least continue to be a fringe search (at least compared to searches for skateboarding dogs and Diet Coke/Mentos experiments) - but getting ahead of the curve with video marketing is something that should be on all agents' radar screens. The crowds are coming.

Together, higher broadband penetration and Flash are going to propel web marketing increasingly into things like video and interactive multimedia, much like we imagined could happen five years ago. What this means for real estate is there are going to be more and more ways to use these tools to market a home on the Internet. Especially high-end, multi-million dollar listings, where they typically have longer sales cycles and much more discerning buyers.

Right out the gates, **Google** tells us it's indexing videos from YouTube, Yahoo, Metacafe, iFilm, Revver and Dailymotion - so in terms of syndication, all of these hosting providers should be on your radar. You'll want to maximize your chances of being picked up in the search index by getting your videos to at least one of those providers. One thing is clear however, looking at the Google search results. Video search is fairly primitive right now. It is still largely dependent on key words or tags provided by the producer - it reminded me a bit of the way the text based search used to operate (remember all the emphasis on keywords in metatags on HTML pages?).

Google now gives Top Results for Multi Media and Video content. Nearly three out of four homebuyers now use the Internet as a tool when searching for a home, and those who use the Internet are more likely to use real estate professionals, according to a new survey by the National Association of Realtors®.

Video-sharing sites in particular are filling niches abandoned by YouTube, which is now owned by Google and had more than 25 million visitors last month.

Smaller start-ups that are not able, or willing, to be as diligent are seeing their audiences explode as users seek the more free-wheeling environment that typified YouTube's early days. Users post 9,000 new videos a day to Dailymotion, which had more than 1.3 million visitors in November, up more than 100 percent since May, according to the tracking firm ComScore Media Metrix.

Lost in the frenzy over the phenomenal numbers associated with YouTube (100 million videos streamed and 70,000 new clips posted daily), the corresponding possibilities these numbers conjured in the minds of advertisers anxious to find new ways to reach audiences and the widely held verdict that Yahoo and MSN had fallen even farther behind for failing to win YouTube's hand was the fact that the deal-making was not limited to just Google. The number two and three search engines also made moves, albeit less impressive ones than Google, to bolster their online video-sharing capabilities. Yahoo more quietly acquired Jumpcut, a provider of online video editing tools, which makes for a nice fit with its roster of other social media tools that includes the Flickr photo-sharing site and the bookmark-sharing site Del.icio.us. And both Yahoo and MSN have adopted an approach to online video that seems calculated to play to their strengths in local search. By posting locally specific news and entertainment clips (Yahoo with CBS news and MSN with MTVu), they also make inroads into one of the last healthy bastions of the traditional news media.

I believe this is going to be the year that online video finally make an impact in real estate. The barriers to entry have largely disappeared and the reams of data that now exists now needs context. Video does just that. Realtors and brokers should start looking at how they can incorporate video into their marketing efforts, not only as a way to differentiate themselves from the competition, but as a way to bring greater value to their clients and to consumers.

This incremental increase is happening month by month, whereas the US figure is staying static. As Bob Ivins, managing director of comScore Europe, said: "The fact that more than three-quarters of the traffic to Google, Yahoo!, and Microsoft is now coming from outside of the U.S. is indicative of what a truly global medium the Internet has become."

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## The number of Americans who have looked Online for information about a place to live has doubled since 2000

by Deborah Fallows / December 14, 2006 | <http://pewresearch.org/pubs/106/internet-users-in-search-of-a-home>

The number of internet users who go online to look for information about a place to live has grown steadily over the past six years. Now, nearly two in five adult internet users in the U.S. (39%) have done this, up from 34% in 2004 and 27% in 2000.

This means that overall, more than a quarter of all adults in the U.S. (27%) have looked online for information about housing, double the overall number of Americans who had done so in 2000 (13%).

Also, more than half (51%) of the youngest adult internet users, 18 to 29 years old, have searched online for housing information. This compares with 43% of internet users 30-to-49 years old; 27% of internet users ages 50 to 64; and 15% of internet users ages 65 and older.

Perhaps reflecting their transient stage of life as well as their remarkably intensive use of the internet, 9% of online Americans ages 18 to 29 reported in August that they looked for housing information on a typical day, more than double the percentage (4%) in this age group who said the same thing two years earlier.

Two other characteristics of internet users are associated with the likelihood of looking online for information about places to live: the number of years they have been internet users and the type of internet connection they have at home. Those who have been online six years or more are significantly more likely than shorter-time users to have done this: 45% of these veteran users have looked online for housing information; compared with 30% of those who have been online 4-5 years; 24% of those online for 2-3 years; and 22% of those online one year or less. In addition, 45% of those with broadband connections at home have looked online for housing information, compared with 30% of those with home dial-up connections.

Among the factors related to the likelihood of looking online for a place to live, youth is a stronger predictor than connection speed or years of online experience.

Characteristics of internet users who have looked online for information about a place to live		
Demographic groups	Percentage who have looked online	
(as groups of internet users)	Have ever looked	Did yesterday
Total internet users	39%	5%
Men	38%	7%
Women	40%	4%
Age 18-29	51%	9%
Age 30-49	43%	5%
Age 50-64	27%	3%
Age 65+	15%	1%
High school graduate	34%	5%
Some college	38%	3%
College graduate or more	46%	7%
Live in households earning: less than \$30,000	43%	5%
\$30,000-\$49,999	42%	8%
\$50,000-\$74,999	32%	4%
\$75,000 or more	45%	6%
3 years or less of online experience	23%	1%
4-5 years of online experience	30%	2%
6+ years of online experience	45%	7%
Dial-up connection at home	30%	4%
Broadband connection at home	45%	6%

*Source: Pew Internet & American Life Project August 2006 survey of 2,928 adults (1,990 were internet users and 972 were asked the place-to-live question). Margin of error is  $\pm 2\%$  for the total sample and  $\pm 3.5\%$  for the 972 internet users in the August 2006 survey.*

**Online Traffic:** In July 2007, <http://vidlisting.com> had more than 65,000 property videos watched during the month. There were another 10,000 non property videos watched during the same month. We are on track to have 90,000 videos watched in August 2007. Our property videos routinely get hundreds of views in the critical first 14 days of posting.

Google continued to build on its lead in U.S. search market share, claiming nearly half of all searches conducted in April, according to research released by [comScore Networks](#). [Hitwise](#) placed the volume at 65 percent of U.S.-based searches in April.

According to comScore, Google gained 1.4 share points from March to reach 49.7 percent of the U.S. search market in April. Yahoo's search share dipped less than one point to 26.8 percent, and Microsoft held at 10.3 percent of the U.S. search market with less than a one-point drop as well.

In April, 7.3 billion searches were conducted by U.S. Internet users. Search volumes were up 11 percent from April 2006. Google accounted for 3.6 billion search queries; Yahoo served two billion; and Microsoft users queried 757 million searches

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## **REAL ESTATE TECH REPORT**

### **How the Internet is Reshaping Real Estate / By Stefan Swanepoel**

RISMEDIA, April 27, 2007-Last month, we highlighted some of the trends affecting today's home buying and selling consumer as reported in the recently released Swanepoel TRENDS Report. This month, we explore author Stefan Swanepoel's views on the impact of the Internet on our industry. Here, Swanepoel details how technology is changing the real estate business for the long haul.

#### **Uncontrolled Explosion**

In 1995 there were 23,500 Web sites of which 4,000 (17%) were real estate related.

According to the Netcraft Web Server Survey in February 2007 there were 108 million distinct Web sites. Academics estimate that approximately 6% of these Web sites are real estate related; approximately 6.5 million. It's no surprise that Google lists real estate as its top search category. So, with a ballpark growth of 80% per year, every year for the last 12 years, it comes as no surprise that real estate is big on the Internet.

The first generation of the Internet is widely accepted to be 1995 - 2004-Web 1.0. Web 1.0 was like going to the library just to get information. In that era the Internet was basically mimicking the traditional business model, merely trying to do it online.

Then in 2005, things changed. The entry of Web 2.0 gave us not only the ability to gain information instantaneously but also the ability to interact with anyone, anywhere at anytime via instant voice, video or messaging. Web 2.0 is all about sharing and collaboration-not just striving to inform but working to "get something done."

#### **The Dynamic Web 2.0**

Because of ubiquitous broadband, cheap hardware and open-source software, Web 2.0 has created an entirely new playing field. It provides a wider and much more robust platform for development than its predecessor. It makes access to and the sorting of vast amounts of information much faster and easier.

Yes, the real estate industry as a whole has "accepted" the Internet with most leading and large brokers embracing it to enhance their services. But, it isn't just a one-time concept to accept and embrace. Unfortunately competition in the world of technology doesn't stand still for even a moment; it is constantly moving ahead to the next big thing. Therefore, real estate professionals who are still 1.0 are "so yesterday." They need to seriously upgrade their mindset to 2.0.

Real estate is an information-based service industry. It used to be that real estate brokers and agents were the holders of information and consumers were dependent on them for it. But that has all changed with Web 2.0. Now it's all about the sharing of information and collaboration with others.

Web 2.0 has brought us a deluge of new concepts than could be passing fads, but most likely are not. Many have already been adopted into new real estate business models such as Trulia, Zillow, PropSmart, LiveDeal, Point2 and Oodle. Other large non-industry specific players such as Yahoo!, Craigslist and of course Google are ever present and only time will tell to what extent they will reshape the real estate industry.

#### **The World According to Google**

Google is an exceptional company in many respects and it has become the principal of Web 2.0. With every search, Google learns more about the world and what's out there. With every ad click on one of its 150,000 servers, Google adds more revenue to their \$10 billion stockpile.

In March 2006 an article in Business Week stated that the Internet, with Google as its leader, is mutating into a radically different beast. It is being driven by ubiquitous broadband, cheap hardware and open-source software.

For example, Google Base is no longer just a search site; it's more like a destination site. The difference is quite significant and the results are remarkable. Search engines are designed to quickly move consumers through to someone else's destination site. Destination sites are designed to keep consumers captive as long as possible, hence more sales time and/or advertising revenue. With its powerful search capability it has been suggested that Google Base may automatically develop into a destination site for every major industry category.

Google Earth exploded into the mainstream during 2006 on Web sites, PDAs and cell-phones. Based on "Keyhole" technology, Google Earth enables users to fly from space to street level views to find geographic information and explore places around the world. It has found itself becoming the foundation for "mashups" all across the Internet.

#### **Mashup**

Mashup is a Web site or application that seamlessly combines content from more than one source into an integrated experience. Thus through the combination of different features, previously not commonly found together, new companies are overlaying content from one onto another to create a higher value derivative solution. Examples in real estate would include Trulia that blends mapping with listing data and Zillow, which blends home property evaluations, maps and listing data.

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## How the Internet is Reshaping Real Estate (cont...)

### RSS

RSS (Really Simple Syndication) is software that enables Web sites to come to you instead of you going to them. Visit a Web site and subscribe to its "RSS Feed" and as new content is added to that site you get it automatically. This can be helpful when building repeat "organic traffic" by automatically providing people you know with fresh content about your site.

### Real-Time Collaboration

There is no question that e-mail did indeed become the "killer app" of the Internet. Early 2006 estimates by the Radicati Group placed the number of e-mails sent per day to be around 171 billion worldwide. However, the fast rise of unwanted spam is increasing the popularity of IM (Instant Messenger), SMS (Short Messaging Systems) and texting.

### GPS

In the very near future, every cell phone will know where it is utilizing the GPS. This will provide customers and agents the ability to pull up in front of a house for sale and call up the appropriate data for display on their cell phone. As smart phones continue to emerge as standard equipment, in the very near future new rich media and more voice actuated features will be ideally suited for real estate.

### Speech Recognition

Expect significant impact in the advancement of speech recognition in both audio and video. Podzinger is one company that is looking at the ubiquity of the iPod and the rapidly changing uses of the product. It has already developed a process that performs Internet searches of audio and video keywords using speech recognition. For the real estate agent this provides yet another avenue to reach the customer.

### Online Valuations

Domania's Home Price Check became the first Web site to offer online valuations in 2000 but it was Zillow's launch in February 2006 that grabbed the media's attention with its free house valuations called "Zestimates." In December 2006, Zillow announced it would be permitting brokers, agents and consumers to directly list their homes on the site, a clear step towards changing the paradigm.

### Vertical Search

Born out of the frustration resulting from the fact that general search engines don't often provide enough detailed information, a new type of real estate specific search emerged-the real estate vertical. Trulia is a residential real estate specific search engine that helps consumers find homes for sale, trends, neighborhood insights and other information directly from hundreds of thousands of real estate broker Web sites.

To receive a 10% discount on the Swanepoel TRENDS Report, please visit [www.retrends.com](http://www.retrends.com) and enter the code RIS2007.

Source: <http://rismedia.com/wp/2007-04-26/how-the-internet-is-reshaping-real-estate/>

## *Real Estate Home Searching Has Doubled*

The number of internet users who go online to look for information about a place to live has grown steadily over the past six years. Now, nearly two in five adult internet users in the U.S. (39%) have done this, up from 34% in 2004 and 27% in 2000.

This means that overall, more than a quarter of all adults in the U.S. (27%) have looked online for information about housing, double the overall number of Americans who had done so in 2000 (13%).

Also, more than half (51%) of the youngest adult internet users, 18 to 29 years old, have searched online for housing information. This compares with 43% of internet users 30-to-49 years old; 27% of internet users ages 50 to 64; and 15% of internet users ages 65 and older.

Perhaps reflecting their transient stage of life as well as their remarkably intensive use of the internet, 9% of online Americans ages 18 to 29 reported in August that they looked for housing information on a typical day, more than double the percentage (4%) in this age group who said the same thing two years earlier.

Two other characteristics of internet users are associated with the likelihood of looking online for information about places to live: the number of years they have been internet users and the type of internet connection they have at home. Those who have been online six years or more are significantly more likely than shorter-time users to have done this: 45% of these veteran users have looked online for housing information; compared with 30% of those who have been online 4-5 years; 24% of those online for 2-3 years; and 22% of those online one year or less. In addition, 45% of those with broadband connections at home have looked online for housing information, compared with 30% of those with home dial-up connections.

Source: <http://pewresearch.org/obdeck/?ObDeckID=106>

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- *100 Ways to Market Real Estate Online* -

## *The Future of Real Estate Marketing*

...Is more than just having a video though. This is going to require having a comprehensive distribution strategy... Having your real estate videos with as many hosts as possible is going to be the key here. So is keyword tagging and adding descriptive information to each. Video syndication will be the name of the game.

There's probably a business model somewhere in all of this - someone who can take your video and simultaneously blast it up to numerous different video hosts and make sure it'll show up in the proper search terms. I know I'd probably pay for someone to do this for me.

From | <http://www.futureofrealestatemarketing.com/why-having-real-estate-video-distribution-strategy-matters>

### **Recent BLOG reports on Real Estate Video Successes ....**

#### **this from Nancy at NancyMarketsYou.com:**

...I, too, am having phenomenal success with video marketing (in Northern California). Within 18-48 hours, my videos are skyrocketing to PAGE 1 of Google for nearly every keyword search term imaginable. I sometimes "own" 5-6 of the Top 10 spots on PAGE 1! My Realtor clients are very pleased, and I am ecstatic! I'm sold on video marketing!

#### **And from Fred at Nashua Video Tours:**

I upload property videos to about 12 sites right now, and I can pretty much GUARANTEE that the video (usually along with a link back to the agent's website) will be on the first page of Google in about 2 days. I just checked my town "Nashua New Hampshire real estate" on Google and I have TEN video entries in the top 50 in Google for that search term - a couple were filmed just 3 days ago. Many times I have occupied up to 3 or 4 entries in the top ten for the #1 search phrase for real estate.

Online video is no flash in the pan, a recent report from eMarketer projects that in the US alone the number of online video viewers will rise from 114 million to 183 million over the next five years.

### **Vidlisting.com Is On Track For 90,000 Real Estate Videos Watched In August 2007 / August 17th, 2007**

We are looking at our metrics at the mid-point of the month. If we continue with the average video views and traffic that we have had to date for the month, we will have close to 90,000 video views in August 2007 alone. The interesting part from an analysis point of view is that we have only added new property videos as content this month to date.

We are definitely growing. We had 75,000 video views last month and only recently went over 500,000 all time cumulative views in early June 2007. This is the power of distribution...it has its own multiplying effect...and we only are just starting to close video distribution deals.

<http://forsalebylocals.wordpress.com/2007/08/17/vidlistingcom-is-on-track-for-90000-real-estate-videos-watched-in-august-2007/>

### **New Survey Indicates Increasing Number of Real Estate Agents to Leverage Blogs in 2007**

RISMEDIA, Feb. 19, 2007- A recent survey conducted by Global Research Center states that 68% of real estate agents said they would be focusing on blogs as a marketing tool in 2007.

The survey was sponsored by Blogging Systems Group-[www.bloggingystems.com](http://www.bloggingystems.com)-, a leading provider of blogs to the real estate industry, in order to help identify how agents and brokers plan to allocate marketing dollars in 2007.

"Real estate blogs are an excellent way for real estate professionals to establish or expand their internet presence," said Richard Nacht, CEO of Blogging Systems. "The Internet is now the number one place where home buyers and sellers go for real estate information. If Realtors® aren't found online, there's a good chance they won't be found at all."

A recent report from California Association of Realtors echoes the need for Realtors to invest time & marketing dollars into online efforts.

According to the report:

- 92% of Internet buyers found their agent on a Web site.
- 63% found them through an Internet search engine.
- 0% of Internet buyers found their agent through brochures, flyers, yard signs or mailers to their home

"It is crucial for real estate professionals to understand how buyers and sellers are approaching real estate," said Nacht. "The data clearly shows that the Internet is the primary vehicle for accessing decision-making information in this industry. A blog can help Realtors communicate their value to their local communities while increasing touch points with prospective clients."

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## 9 Billion Videos Viewed Online in July 2007

According to a comScore recent release, nearly 75 percent of U.S. Internet users watched an average of three hours of online video during the month of July, with Americans viewing more than 9 billion videos online.

Google Sites ranked as the top U.S. video property with nearly 2.5 billion videos viewed (27.0 percent share of videos), 2.4 billion of which occurred at YouTube.com. Yahoo! Sites ranked second with 390 million (4.3 percent), followed by Fox Interactive Media with 298 million (3.3 percent) and Viacom Digital with 281 million (3.1 percent).

### Top U.S. Online Video Properties by Videos Viewed July 2007

Property	Videos (MM)	Share (% )of Videos
Total Internet	9,077	100.0%
Google Sites	2,454	27.0%
Yahoo! Sites	390	4.3%
Fox Interactive Media	298	3.3%
Viacom Digital	281	3.1%
Disney Online	182	2.0%
Time Warner Network	181	2.0%
Microsoft Sites	149	1.6%
ESPN	75	0.8%
Veoh.com	53	0.6%
Comcast Corporation	51	0.6%

Source: comScore Video Metrix

In total, nearly 134 million Americans viewed online video in July, or approximately three in four U.S. Internet users. Google Sites also captured the largest online video audience with 67.8 million unique viewers, followed by Fox Interactive Media with 35.8 million and Yahoo! Sites with 35.3 million.

### Top U.S. Online Video Properties by Unique Video Viewers July 2007

Property	Unique Viewers(000)	U.S.Internet Reach
Total Internet	133,646	74.2%
Google Sites	67,782	37.6%
Fox Interactive Media	35,834	19.9%
Yahoo! Sites	35,325	19.6%
Time Warner Network	26,571	14.8%
Viacom Digital	22,652	12.6%
Microsoft Sites	18,847	10.5%
Disney Online	13,907	7.7%
ESPN	7,733	4.3%
MLB.com	7,671	4.3%
Photobucket.com LLC	6,684	3.7%

Source: comScore Video Metrix

Other notable findings from July 2007 include:

- Online viewers watched an average of more than three hours of online video during the month (181 minutes).
- The average online video duration was 2.7 minutes.
- Nearly three out of four (74.2 percent) U.S. Internet users viewed video online.
- More than one out of three (36.7 percent) U.S. Internet users viewed video on YouTube.com.
- The average online video viewer consumed 68 videos, or more than two per day.

**BONUS GIFT: 100 More Ways to Market Real Estate** [Click Here](#)

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