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Video Tours: A Competitive Advantage I'm Ready to Share With Other Agents

A couple years ago, the nation's video conversions of the virtual leading real estate website, realtor. com, started allowing subscribers to its enhanced services to upload second clip of a downhill skier on

REAL ESTATE

TODAY

By JIM SMITH,

Realtor®

video tours, and I was an "early adopter." Indeed, I was already uploading video tours to my own website, and as soon as I could upload them to realtor.com, I did so right away for all my listings.

I thought for sure that this feature would take off and make the more common "virtual

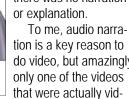
tours" (slideshows which include 360-degree and panoramic shots) obsolete — like 8-tracks or VCR's. the agent's breathing!

I was wrong. In preparing to write this column, I took some time tour is to recreate the experience to check all 3,200 Lakewood, Arvada and Golden listings on realtor.com and found only 11 listings (in addition to my own 12) that had video tours. Most were merely

tour slideshows with a music track and no narration. One was a 28-

> some ski run — totally unrelated to the listing. Another was an 18second panoramic shot of a pasture — perhaps outside the house, but you couldn't tell since there was no narration

tion is a key reason to



eos had any narration at all. On the others, all you could hear was

To me, the purpose of a video of a typical showing. Using a tripod and headset with microphone. I begin by looking at the house from across the street. Perhaps I pan around to show the locale, and

then say, "Let go inside." Inside, I keep talking about the features of the house as I walk you logically through the main floors, the basement, and out into the backyard. Occasionally, I might zoom in on a feature or on the view through a window (or while outside). I conclude by thanking you, on camera, for letting me show you the house and inviting you to contact me if you'd like to see it in person. Pretty obvious, isn't it?

I know video tours work, because I have been told so by buydo video, but amazingly ers, especially buyers from out of state who knew they liked a listing before they even got to town.

Now that I'm on the board of our local Realtor association (JCAR), I feel it's important to serve my fellow Realtors by teaching them how to do video tours. So, later this month I'll give a tutorial/demonstration on how to shoot and edit video tours at a JCAR marketing session. The date is Thursday, April 30, at 8:30 a.m.

This Week's Featured Listing:

Price Reduced on 7-BR Ranch Near CSM

This is the time of year when many Colorado School of Mines students and their parents start looking for homes to buy. The idea is that the rent collected from other Mines students will pay for the mortgage and they can



sell the house after graduation for a profit. This home is ready-made for that strategy, and the price has just been reduced. On the main-floor it's a 3-bedroom home for the owner(s); in the basement are 4 dormitorystyle rooms currently rented out to Mines students. The location is perfect, too, just two blocks south of the campus! Call today for a showing!

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