

Previous columns (and emailed comments from readers) are archived at www.JimSmithColumns.com

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

A couple years ago, the nation's leading real estate website, realtor.com, started allowing subscribers to its enhanced services to upload 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.

I was wrong. In preparing to write this column, I took some time 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

video conversions of the virtual tour slideshows with a music track and no narration. One was a 28-second clip of a downhill skier on some ski run — totally unrelated to the listing. Another was an 18-second panoramic shot of a pasture — perhaps outside the house, but you couldn't tell since there was no narration or explanation.

To me, audio narration is a key reason to do video, but amazingly only one of the videos that were actually videos had any narration at all. On the others, all you could hear was the agent's breathing!

To me, the purpose of a video tour is to recreate the experience 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 buyers, 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.

REAL ESTATE TODAY



By JIM SMITH, Realtor®

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 dormitory-style rooms currently rented out to Mines students. The location is perfect, too, just two blocks south of the campus! Call today for a showing!



Jim Smith
Broker/Owner
Golden Real Estate, Inc.
DIRECT: 303-525-1851
EMAIL: Jim@GoldenRealEstate.com
OFFICE: 303-302-3636
17695 South Golden Road, Golden 80401
WEBSITE: www.GoldenRealEstate.com

[Click here](#) to visit the "Our Listings" page at Golden Real Estate's website.