

Everyone Knows the Value of Video, So Why Aren't More Agents Using It?

I started creating narrated video tours of my listings over a decade ago. To provide a sense of how long ago that was, the first iPhone had not yet been introduced. I remember demonstrating how to create and edit video tours using a handheld video camera at a marketing session of the Jefferson County Association of Realtors (now part of the Denver Metro Association of Realtors). None of the Realtors in that meeting seized on the idea and even today I know of only two Realtors outside my brokerage who make a practice of shooting video tours of their listings. Why?

Video tours are an effective way of providing a "virtual" tour of a listing, allowing people anywhere in the world to join the listing agent on a narrated walk-

REAL ESTATE TODAY



By **JIM SMITH, Realtor®**

through of his listing. Many buyers have "toured" my listings on the internet and submitted offers sight-unseen, which they probably would not have considered had they viewed still photos alone.

A key component in a video tour is the narration. It's what allows the listing agent to note that a fireplace is wood-burning or that a countertop is Corian. Without narration, a video loses much of its value. With zooming and panning, video allows for a better depiction of views than still shots can provide. It allows you to pan upward to point out a skylight or Solatube or maybe a vaulted ceiling. Video, unlike still photos, can provide a sense of the **flow** of a floor plan, which is why it's important to shoot each level in a single clip.

It's unfortunate that the term "virtual tour" was introduced in reference to a slideshow of still photos, often accompanied by music instead of narration. Sometimes that slideshow is converted to an mp4 file, uploaded to YouTube and touted as a "video" tour. Not!!

The only "virtual tour," in my mind, is a virtual **video** tour of the home — a tour in **live action**, not a collection of still photos, with or without captions.

It's common for listing agents to receive calls from appraisers asking about the condition of their sold listing, which they want to use as a comp. I simply tell them to have a look at the virtual tour, where they can see entire house and *hear* a description of each room. They never need to call back with questions, because the video did, in fact, fully describe the home's condition.

Candelas Ranch Just Listed by David Dlugasch

This beautifully finished ranch home at **20062 W. 95th Place** has 3 bedrooms and 2 full baths. The master suite has a spacious 5-piece bath with a very large walk-in closet. It has a 3-car garage providing added storage space. The house is loaded with upgraded features. The kitchen has an oversized granite island, double ovens, stainless appliances, and full cut-glass backsplash. The large foyer, great room and kitchen area have hardwood flooring. The home comes with a solar plan which keeps the costs of maintaining this home very low. The backyard has a covered deck and a large paver stone patio. Candelas features miles of trails, nearby lakes and ponds, two fitness centers with outdoor swimming pools and a newly opened King Soopers. See video tour at www.CandelasRanch.info. **Open Sunday, 11-3.** Or call David Dlugasch at **303-908-4835** for a showing.



Denver Condo Just Listed by Kristi Brunel

Welcome to Centre Pointe Station, **4600 E. Asbury Circle**, and this updated 2-bedroom, 1-bath condominium (Unit 301), which is centrally located just across the pedestrian bridge from the light rail station just east of Colorado Blvd. Hardwood floors greet you as you enter this bright unit with large covered balconies and mountain views! This condo features granite countertops, stainless steel appliances, newer sliding glass doors, room air conditioning, included washer/dryer unit, updated lighting, fans and fixtures. The building features reserved parking, a secured entry, fitness room, and owner's storage. See more exterior and interior pictures at www.DenverCondo.info, then contact your agent or **Kristi Brunel** at **303-525-2520** for a private showing. Sorry, there will be no open houses.



Golden Condo Just Listed by Jim Swanson



Golden Pines is a complex of 3-story condo buildings, with six units in each of 28 entries. It is located in the Pleasant View community about 3 miles east of downtown Golden. The address is **16529 W. 10th Ave. #E-6**. Enjoy the warmth and light of this south facing top floor unit. The private balcony looks over a grassy courtyard which is adjacent to an assigned parking space. It has 2 bedrooms and 1 bath and measures 773 sq. ft. This property needs work. It was a long-term rental with smokers but is now vacant. Great potential and priced accordingly. Needs carpet and paint. Kitchen and bathroom cabinets are original and in poor shape. Flooring, furnace and fixtures all could use some improvement. Has newer appliances and the windows and sliding door were replaced several years ago. More info at www.GoldenPinesCondo.info, then call **Jim Swanson** at **303-929-2727** to arrange a showing. Sorry, no open houses.

Arvada Ranch Has Tons of Natural Light

This ranch-style home at **5194 Bristol Street** is in the Blue Hills Estates subdivision west of Drake Middle School. Built in 1979, the seller is the original owner, and the pride of ownership is evident throughout. The original cedar siding has been replaced with fiber cement siding and freshly painted. Five large skylights bring sunlight into the family room, kitchen and the interior bathroom. The large family room has a vaulted ceiling with 3 skylights and a wood-burning fireplace with brick hearth and chimney. The covered front porch has a rich brick floor. The backyard features mature blue spruce, ponderosa pine and other evergreens. The high-efficiency furnace has both an electronic air filter and high-end Aprilaire steam humidifier. Take a narrated video tour at www.ArvidaRanch.info. I'm holding it open on **Sunday, July 15th, 11 a.m. - 2 p.m.**



'Love Letters' Pose a Fair Housing Risk

In a highly competitive real estate market, it's not uncommon for buyers to submit letters to sellers saying how much they love the seller's home and hope the seller will select their offer. However, this carries a big risk for sellers when it's clear that a rejected buyer is a member of a protected class which, it might surprise you to learn, is most of us. Buyers bear little risk, but it's something sellers and their agents need to be aware of.



Get this column in your inbox every Thursday!
Send your request to Jim@GoldenRealEstate.com.

Jim Smith
Broker/Owner
Golden Real Estate, Inc.



CALL OR TEXT: **303-525-1851**
OFFICE PHONE: **303-302-3636**
EMAIL: Jim@GoldenRealEstate.com
WEBSITE: www.GoldenRealEstate.com
ARCHIVES: www.JimSmithColumns.com
17695 South Golden Road, Golden 80401