

# Real Estate Agents Are Slow to Implement Video Tours of Their Listings

In this era of YouTube and blogging and cell phones which shoot video as well as still pictures, it's surprising how slow we real estate agents have been to add video clips to our listings — especially since the nation's largest real estate website, [Realtor.com](http://Realtor.com) starting allowing agents to upload up to 100MB video files for each "showcase" listing earlier this year.

Perhaps it's because the average real estate agent is over 55 years old. If we were an industry of Gen-Xers, we older agents would be far more technologically hip than we are just to keep up with our competition.

Well, I just turned 60, but as an MIT alumnus, I have always been

an "early adopter," and I had video clips of every listing already on my own website before [Realtor.com](http://Realtor.com) said we could start uploading them to their website, so it took only a few minutes to have video clips on all my listings there.

Surely, I figured, other agents would pick up on this technology, but it has been about 6 months now, and here's what my own quick survey of

[Realtor.com](http://Realtor.com) listings revealed in three local ZIP codes.

In **80439** (Evergreen), there were 360 residential listings at presstime. 50% of them had "featured tours" (slide shows, also called "virtual tours"), but only one

listing (for over \$2million) had a video tour — and a nice one at that. Surprisingly, that agent's 11 other listings did not have video tours and only 2 had virtual tours.

In **80215** (northwest Lakewood), there were 153 listings, but only 22 had virtual tours and only two had video tours (both of them mine).

In **80401** (greater Golden, south of Clear Creek), there were 371 listings, 128 of which had virtual tours but only two had video tours. Again, these were my listings.

(As an aside, the highest price listings in 80401 was a \$6 million home, listed a month ago, whose agent had not uploaded a single still photo to either the MLS or [Realtor.com](http://Realtor.com), and had only a 7-scene 360-degree virtual tour.)

At the Realtor convention in Las Vegas last week, I found three video tour companies — all of them from our metro area, by the way — selling their services, so maybe we'll see more video tours in coming years. The cost of a

video tour will be an impediment to the average agent, however, unless they do what I do, which is shoot and edit my own videos. It's really not that hard, since all you need is a digital camcorder with a "Firewire" port on it which can transfer the video footage directly into any late model Windows computer. If the computer doesn't have a Firewire port on it, you can buy a PCMCIA card for very little money. The computer recognizes the connection and launches Windows Movie Maker, which leads you through the entire process. All the videos for my listings (which you can also find at my website, [www.GoldenRealEstate.com](http://www.GoldenRealEstate.com)),

were created this way, and now that I'm used to doing it, I can create a fully featured video tour of any listing — complete with fancy transitions and titles — in less time that it takes to create an "old-fashioned" virtual tour.

Here's an idea for those Baby Boomer agents who don't feel up to learning this new skill — pay a child or grandchild to shoot your video tours. They'll have no trouble learning the technology, and you'll be able to deduct the cash you give them as a business expense!

Maybe I should teach a continuing education class for agents who want to learn how to make videos.

## REAL ESTATE TODAY



By **JIM SMITH,**  
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**Keep on Top of New Golden Listings:** Every Friday, Jim Smith sends an email describing that week's new listings in Golden, which he then previews on Saturday morning. Later on Saturday he sends a second email with his notes on those listings. To be added to this free email list, write to [Jim@GoldenRealEstate.com](mailto:Jim@GoldenRealEstate.com).

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