

Why Are Real Estate Agents (except ours) Still Resistant to Shooting Narrated Videos?

Narrated video tours of all listings has been a trademark and the “value add” for Golden Real Estate since our founding in 2007. Many times in this column I have promoted the value of *narrated, live action* video tours. Back in 2005 or thereabouts, I even did a presentation at the weekly marketing meeting of the Jefferson County Association of Realtors (since merged into the Denver Metro Association of Realtors) showing my fellow Realtors how easy it is to shoot and edit a narrated video tour.

Yet, I still know of only one or two agents outside of Golden Real Estate who create such video tours. Analyzing 100 currently active Jeffco listings on REcolorado, I found that only nine had non-drone video footage (60 were interactive slideshows or just slideshows with or without music). Only two of the nine had walk-through video footage, but they lacked some factors which meet our standards.

Our standards are pretty simple. *It has to resemble an actual show-*

REAL ESTATE TODAY



By **JIM SMITH, Realtor®**

ing. That means the listing agent begins the shoot in front of the house, giving its address and perhaps panning to show the street and neighboring houses. Then he or she takes you in the front door, talking all the while, pointing out features that may not be obvious in a still photo or slideshow — this is a hickory hardwood floor, this is a gas fireplace, notice the mountain view out this window, this is a quartz countertop and Silestone sink, etc.

We feel it's important to do a single clip of each floor, not separate clips of each room, so the viewer gets a sense of flow. Our preferred camera (a DJI Osmo Pocket — \$199 on Amazon) has a gimbal stabilizer, so we can walk up and down stairs with Steadicam-like smoothness, but if we make a separate clip of each floor, the first clip ends with a view up the stairs, and the second clip begins with a view down the stairs — again to provide a complete sense of flow for the prospective buyer.

Because our video tours are the

digital equivalent of an actual showing, we have sold some of our listings to out-of-state buyers who only saw the home in person when they flew in for the inspection a week later. They felt they knew the listing well enough from the video tour, and none of them terminated after seeing it in person. Isn't that what an actual video tour should be like?

So the question remains — why aren't other real estate professionals taking the time to shoot actual narrated walk-throughs of their listings?

One answer may be camera shyness, but all the agent needs to do is to talk, not be on camera. *Just imagine you're showing the home to a buyer!* In fact, being on camera detracts from the video. I used to be on camera at the end of my videos, thanking the viewer for touring my listing and inviting them to call their agent or me to see it in person. I no longer do that, now simply putting

my phone number and email address on the screen as I speak from behind the camera lens.

Another reason agents may choose not to shoot a video tour is that we are increasingly drawn to out-source our tasks, including shooting the photos (which we, too, out-source) and even putting the sign in the ground.

Typically, the companies which shoot magazine-quality real estate photos will offer to create a video, but they are typically just offering to create a video file such as an mp4 file consisting only of a slideshow of the very same still photos that are displayed in slideshow form on the MLS itself. If they offer to add narration, it will likely sound inauthentic because the speaker is someone who hasn't seen the house. In short, such a “video” simply can't compare to a walk-through of the home with the listing agent, who can describe its not-so-obvious features.

Just Listed: 2-BR Condo Facing Clear Creek

This luxury condo has two great selling features. First, it's in downtown Golden, within walking distance of everything that makes Golden such a desirable place to live, play and work. Second, this corner unit overlooks Clear Creek, with views of the foothills and North Table Mountain as well as of Parfet Park across the creek, the site of so many exciting events, including concerts and Buffalo Bill Days. The large den with closet could be a 3rd bedroom with creek view. This is one of only 6 units with 2 deeded parking spaces in the garage. Units facing the creek come on the market rarely (maybe 1 or 2 a year between the two buildings on the creek) and sell for a premium. Visit www.MillstoneCondo.info to take a narrated video tour of this unit, the building and the creek, with additional drone video footage. Sorry, no open houses since it's a secure building. Call your agent or me to see it.



Updated Home in Golden's Mountain Ridge



The Village at Mountain Ridge is one of my favorite Golden subdivisions. It is nestled between Highway 93 and the Mt. Galbraith Park, which you can glimpse behind and above this new listing at **342 Washington St.** (Mt. Galbraith is popular as a hiker-only, no bikes, open space park.) This 4-bedroom, 3½-bath home built in 1999 sits on an oversized quarter-acre lot that has been beautifully landscaped and terraced in the back. Inside, you'll love the slate and hardwood floors, the updated kitchen and bathrooms and the home theater in the basement with included screen and projector. I doubt you'll find anything you'll want to update or change in this fine home! Look for the magazine-quality photos and my narrated video tour (of course!) at www.MountainRidgeHome.com, then come to the open house I'll be holding this coming **Saturday, Sep. 18, 11 a.m. to 1 p.m.**

'Electric Vehicle Roundup' Returns on Oct. 2

On the first Saturday of October every year, it's our practice to sponsor an EV round-up in the Golden Real Estate parking lot. That means that on Saturday, Oct. 2nd, from **3 to 5 pm**, there will be 20-plus electric vehicles of all makes and models and their owners — no dealers are invited — ready to show you their cars, let you sit in them, look under the hood (look, ma, no engine!) and perhaps take you around the block.

I'll be there myself with my silver Tesla Model X, and maybe Rita will bring her red Model S. Visit my website, www.DriveElectricWeek.info to see the EVs that are already registered and to register your own EV if you'll be bringing one. No hybrids, please, just EVs.

The event happens during the monthly SuperCruise, when our lot is usually filled with gas guzzlers, but not this month! This way, the hundreds of spectators who line South Golden Road to see those gas-powered cars will get the opportunity to see what electric cars are all about



and speak with their owners.

You can expect to see EVs from Audi, Nissan, Ford (the new Mustang), Chevrolet, Hyundai, Jaguar and other manufacturers. This is a watershed year for electric transportation with new EVs being introduced every month. Next year you can expect to see the electric Ford F-150 Lightning and maybe even the Tesla Cybertruck.

Our event is also timed to be part of this year's **Metro Denver Green Homes Tour**, held the first Saturday of each October, **9 am to 4 pm**, to show off net zero energy and otherwise sustainable homes. Register at www.NewEnergyColorado.com.

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