

## FREE Guide - 100 Ways to Market Real Estate (Online)

Available for Download at "RealTOURS FOR Realtors" | [www.RealToursLV.com](http://www.RealToursLV.com)

"The Internet is now the number one place where home buyers and sellers go for real estate information. If Realtors® aren't found online, there's a good chance they won't be found at all."

### SAMPLE Data from The Free GUIDE

#### Stats and Trends (The Web and Real Estate)

- \* There were 9 Billion Videos Viewed Online in July 2007.
- \* There are currently over 900 Million Internet Users.
- \* 25% of all Searches involve Real Estate and Finance.
- \* 90% of Agents are found and 80% of all Home Searches begin Online.
- \* Nearly 75% of Internet searches are now for Multimedia and Video.
- \* Nearly 70,000 new people are getting Internet access every day.
- \* Realtor.com acknowledges an average of over 500 views per listing. (Rich Media Accepted)
- \* Vidlisting.com Is On Track For 90,000 Real Estate Videos Watched In August 2007
- \* Studies also show that the average homebuyer is also getting younger, and increasingly grew up with the Internet.
- \* eMarketer projects that in the US alone online video viewers will rise from 114 mil to 183 mil over the next 5 years.



#### Most POPULAR Real Estate Sites

Here are the 20 most popular real estate websites as ranked by Hitwise, based on a sample of 10 million Internet users.

Realtor.com	Apartments.com	Hud.gov
Realtytrac.com	Ziprealty.com	Housevalues.com
Homegain.com	Move.com	Realestate.msn.com
Rent.com	Century21.com	Coldwellbanker.com
Remax.com	Homes.com	Apartmentguide.com
Realestate.yahoo.com	Servicemagic.com	Foreclosurestore.com
Zillow.com	Forrent.com	

#### Agents Seeing Success with Online Video

Google now gives Top Results for Multi Media and Video content. Nearly three out of four homebuyers now use the Internet as a tool when searching for a home, and those who use the Internet are more likely to use real estate professionals, according to a new survey by the National Association of Realtors®.

#### Sampling of Web Traffic (Generated Content Sites) – Most Accept Video, Photos and Rich Media.

Myspace.com | 53,000,000 - Quantcast Monthly Visitors | 68,285,849 – Recent Monthly Visitors  
YouTube.com | 23,825,526 - Compete Monthly Visitors | 32,000,000 - Quantcast Monthly Visitors  
Facebook.com | 22,541,770 - Compete Monthly Visitors | 25,000,000 - Quantcast Monthly Visitors  
Photobucket.com | 25,548,801 - Compete Monthly Visitors | 14,000,000 - Quantcast Monthly Visitors  
Craigslis.org | 23,982,542 - Compete Monthly Visitors | 15,000,000 - Quantcast Monthly Visitors  
Flickr.com | 23,643,614 - Compete Monthly Visitors | 9,700,000 - Quantcast Monthly Visitors  
WordPress.com | 6,373,166 - Compete Monthly Visitors | 16,040,392 - Quantcast Monthly Visitors

#### Partial List Top 100 Ways to Market Real Estate

1. **Craigslist** | Post your free local classified listings. | [www.craigslist.org](http://www.craigslist.org)
2. **GoogleBase** | Post it on Base. Find it on Google (Base) | [www.base.google.com](http://www.base.google.com)
3. **Trulia** | Trulia - Get in front of serious home buyers onTrulia.com | [www.trulia.com](http://www.trulia.com)
4. **Zillow** | Post your property for free. | [www.zillow.com](http://www.zillow.com)
5. **HomeScout** | Get exposure for your listings. | [www.homescout.com](http://www.homescout.com)
6. **Oodle** | Post your free classified listings. | [www.oodle.com](http://www.oodle.com)
7. **Edgeio** | Post your listing, be viewed by the world. | [www.edgeio.com](http://www.edgeio.com)
8. **Live Deal** | Get in front of your local community. Small accounts for free. | [www.livedeal.com](http://www.livedeal.com)
9. **Postlets** | Submit your listings and get on several classified sites. | [www.postlets.com](http://www.postlets.com)
10. **VFlyerListing Widget** / Sell things easier & faster; create only one ad -submit to multiple sites. | [www.vflyer.com](http://www.vflyer.com)

"RealTOURS for Realtors" | Real Estate Video and Marketing | Rich Media and Web Broadcasting  
[www.RealToursLV.com](http://www.RealToursLV.com) | 702.445.7224

# VISUAL TOURS to VIDEO TOURS

Pricing / 1-2 Min Video Creation and Distribution :60 sec

## Video Creation and Distribution

1. Combine Visual Tour Pieces. (Direct From Tour)  
V.O., Music, 10-15 Stills, Graphics. (Supplied by Agent)
2. Titles / Graphics - sizing and insertion.
3. Video Coding and Formatting for Submissions.
4. Distribution – Top 30 Video Sites. 2 Key Word Phrases.  
(Google, Yahoo, YouTube, MySpace, Revver etc...)
5. 6. RE Distributuion - Realbird, NL2 etc... ?

**TOTAL Video Creation and Distribution Cost** (Negotiable) - **\$125.00 Each**

## THE BIG PICTURE

Web Video Audiences (Over 250 Video Sites)

Yahoo.com | 127,000,000 U.S. Monthly uniques.  
Google.com | 118,000,000 U.S. Monthly uniques.  
AOL.com | 59,000,000 U.S. Monthly uniques.  
MSN.com | 58,000,000 U.S. monthly uniques.  
MySpace.com | 52,000,000 U.S. monthly uniques.  
Microsoft.com 49,000,000 U.S. monthly uniques.  
Live.com 45,000,000 U.S. monthly uniques.  
YouTube.com | 39,000,000 U.S. Monthly uniques.  
MetaCafe.com | 24,000,000 Monthly Visitors  
Dailymotion.com | 1,962,777 - Monthly Visitors  
BrightCove.com | 975,591 Monthly Visitors

**Total Audience (top 10 sites) – 560,000,000**

**TOP 5 SEARCH SITES** (Searches Per Month)

Google.com | 4 Billion (54% of all searches)  
Yahoo.com | 1.5 Billion (20% of all searches)  
MSN.com / Windows – Live | 900,000 (12% of all searches)  
AOL.com | 445,000 (6% of all searches)  
Ask.com | 160,000 (2% of all searches)

**Total Searches – (Top 5 Sites) | 6.5 Billion Searches**

**THE LOCAL VIDEO EQUATION** (Webmercials)

Local Search Edge. Higher Rankings for Video “Chicago – Attorney”  
Free Video Hosting and Player for Clients Website.  
Better Presentation and Stronger Web Presence.

Yellowbook.com 16,000,000 U.S. monthly uniques.  
Yellowpages.com 16,000,000 U.S. monthly uniques.  
Photobucket.com| 14,000,000 - Monthly Visitors  
Flickr.com | 9,700,000 - Monthly Visitors (Video Accepted)

**BLOG STATS** (Most Accept Video)

Over 57 million Americans read blogs.  
89% of companies surveyed say they think blogs will be more important in the next five years.  
Technorati is currently tracking over 70 million blogs.  
Over 120,000 blogs are created every day.  
There are over 1.4 million new blog posts every day.  
22 of the 100 most popular websites in the world are blogs .

**Realtor.com** now accepts Video

**Google** has new **VIDEO Adwords Program** with Distribution to over 1000 Sites/Channels.

## VIDEO DISTRIBUTION Sites (Growing Every Day)

Youtube.com  
Google Video  
Yahoo Video  
MySpace Video  
MetaCafe  
Revver  
Dailymotion  
Blip.TV  
Brightcove  
Vimeo

### More...

AtomFilms.com  
Blip.Tv  
Bofunk.com  
BroadbandSports.com  
CollegeHumor.com  
DailyMotion.com  
eVideoShare.com  
Eyespot.com  
Flukiest.com  
Flurl.com  
Grouper.com  
Guba.com  
Lifelogger.com  
LiveDigital.com  
LiveLeak.com  
MedicineFilms.com  
Mentalfunk.com  
MojoFlix.com  
MyVideoKaraoke.com  
PodDater.com  
Putfile.com  
Selfcasttv.com  
Sharkle.com  
Str8up.com  
UgoTo.com  
VidMax.com  
VMix.com  
VSocial.com  
YouTube.com  
ZippyVideos.com

## Agents Seeing Success with Online Video

Online video is no flash in the pan, a recent report from eMarketer projects that in the US alone the number of online video viewers will rise from 114 million to 183 million over the next five years.

The bottom for real estate is that video will, in the short term, at least continue to be a fringe search (at least compared to searches for skateboarding dogs and Diet Coke/Mentos experiments) - but getting ahead of the curve with video marketing is something that should be on all agents' radar screens. The crowds are coming.

Together, higher broadband penetration and Flash are going to propel web marketing increasingly into things like video and interactive multimedia, much like we imagined could happen five years ago. What this means for real estate is there are going to be more and more ways to use these tools to market a home on the Internet. Especially high-end, multi-million dollar listings, where they typically have longer sales cycles and much more discerning buyers. Right out the gates, Google tells us it's indexing videos from YouTube, Yahoo, Metacafe, iFilm, Revver and Dailymotion - so in terms of syndication, all of these hosting providers should be on your radar. You'll want to maximize your chances of being picked up in the search index by getting your videos to at least one of those providers.

One thing is clear however, looking at the Google search results. Video search is fairly primitive right now. It is still largely dependent on key words or tags provided by the producer - it reminded me a bit of the way the text based search used to operate (remember all the emphasis on keywords in metatags on HTML pages?).

Video-sharing sites in particular are filling niches abandoned by YouTube, which is now owned by Google and had more than 25 million visitors last month.

Smaller start-ups that are not able, or willing, to be as diligent are seeing their audiences explode as users seek the more free-wheeling environment that typified YouTube's early days. Users post 9,000 new videos a day to Dailymotion, which had more than 1.3 million visitors in November, up more than 100 percent since May, according to the tracking firm ComScore Media Metrix.

Lost in the frenzy over the phenomenal numbers associated with YouTube (100 million videos streamed and 70,000 new clips posted daily), the corresponding possibilities these numbers conjured in the minds of advertisers anxious to find new ways to reach audiences and the widely held verdict that Yahoo and MSN had fallen even farther behind for failing to win YouTube's hand was the fact that the deal-making was not limited to just Google. The number two and three search engines also made moves, albeit less impressive ones than Google, to bolster their online video-sharing capabilities. Yahoo more quietly acquired Jumpcut, a provider of online video editing tools, which makes for a nice fit with its roster of other social media tools that includes the Flickr photo-sharing site and the bookmark-sharing site Del.icio.us. And both Yahoo and MSN have adopted an approach to online video that seems calculated to play to their strengths in local search. By posting locally specific news and entertainment clips (Yahoo with CBS news and MSN with MTVu), they also make in-roads into one of the last healthy bastions of the traditional news media.

I believe this is going to be the year that online video finally make an impact in real estate. The barriers to entry have largely disappeared and the reams of data that now exists now needs context. Video does just that. Realtors and brokers should start looking at how they can incorporate video into their marketing efforts, not only as a way to differentiate themselves from the competition, but as a way to bring greater value to their clients and to consumers.

This incremental increase is happening month by month, whereas the US figure is staying static. As Bob Ivins, managing director of comScore Europe, said:

"The fact that more than three-quarters of the traffic to Google, Yahoo!, and Microsoft is now coming from outside of the U.S. is indicative of what a truly global medium the Internet has become."

Within 15 months, Youtube.com has become one of the internet's most watched websites, with 25 million hits a day. More than 40 million original clips and TV segments have been uploaded by visitors.

SECRET

I pulled these comments from my original post; this from Nancy at NancyMarketsYou.com:

I, too, am having phenomenal success with video marketing (in Northern California). Within 18-48 hours, my videos are skyrocketing to PAGE 1 of Google for nearly every keyword search term imaginable. I sometimes "own" 5-6 of the Top 10 spots on PAGE 1! My Realtor clients are very pleased, and I am ecstatic! I'm sold on video marketing!

And from Fred at Nashua Video Tours:

I upload property videos to about 12 sites right now, and I can pretty much GUARANTEE that the video (usually along with a link back to the agent's website) will be on the first page of Google in about 2 days. I just checked my town "Nashua New Hampshire real estate" on Google and I have TEN video entries in the top 50 in Google for that search term - a couple were filmed just 3 days ago. Many times I have occupied up to 3 or 4 entries in the top ten for the #1 search phrase for real estate.

# VIDEO Creation Proposal | Trends

## The Year in Consumer Generated Content

Hitwise's senior research analyst takes a look at the trends that made 2005 a breakout year for citizen's media.

When I stopped to look back at the leading trends in internet usage over the past year, it became obvious that 2005 was the year that consumers took control of the internet. In 2005, consumer generated content became mainstream, thanks to the proliferation of technology that changed how internet users find, share and create content.

Here are five trends in consumer generated content from the last year that will have a profound impact on our internet experience in 2006 and beyond:

### 1. Social networking comes of age

The cover story on the Business Week December 12, 2005 issue was entitled "MySpace Generation." Indeed, [MySpace](#) has become the dominant social networking site for teens and young adults, as well as one of the most visited domains on the internet. Hitwise data shows that in December 2005, it ranked fourth among all sites, and its market share of visits has increased by 846 percent from December 2004 to December 2005. [Facebook](#), a social networking site for college students, has also grown by leaps and bounds over the past year. Clearly college students enjoy social networking in an environment of their peers that is closed to non-students. Other social networking sites, like [Hi5](#), continued to gain ground in 2005.

### 2. Wikipedia becomes the number one reference site

In June 2005, [Wikipedia](#) surpassed [Dictionary.com](#) to become the most visited reference site, and in September 2005 it passed the [New York Times](#) in market share of visits. Wikipedia's traffic continues to climb despite questions of the accuracy of its content that can be edited by any user. Visits to Wikipedia spiked during key 2005 news events, like the death of Terry Schiavo, the London Bombings and Hurricanes Katrina and Rita. It appeared high in organic search results for these news events, as well as individuals in the news such as Harriet Miers and John Roberts. While news topics are only a portion of the information available on Wikipedia, users are finding it valuable as a comprehensive source of information on current events.

### 3. Flickr and tagging take off

[Flickr](#), which allows users to post, share and browse photos by user-defined [tags](#), was purchased by Yahoo! in March 2005 and its market share of visits grew by 1,317 percent from December 2004 to December 2005. It ranked number six among photo-sharing sites in December 2005. Visits to Flickr increased significantly during the aftermath of Hurricane Katrina, and when searches for "hurricane katrina pictures" and other related queries skyrocketed, Flickr was at the top of the organic results thanks to its tagging strategy. Other sites that use tagging, such as [43 Things](#), [Del.icio.us](#), and [YouTube](#) have enjoyed significant growth during the past year as users continue to create, tag and find interesting content.

### 4. Blogs, blogs, blogs

Blogs became the new media buzzword in 2005, and Yahoo!, Google, AOL and MSN have all made some form of investment in blog services over the past two years. Blog creation and consumption continues to grow wildly -- visits to [Technorati](#), the leading blog search site, were up 797 percent from December 2004 to December 2005, and visits to [Bloglines](#), the leading web-based RSS reader, were up 252 percent in the same period. While much of blog consumption happens through [RSS](#) feeds, some of the leading blog sites -- [Daily Kos](#), [Engadget](#) and [The Superficial](#) -- ranked among the top 2,500 most visited internet sites in December 2005. In addition, Google launched a [blog search](#) service in September 2005 and [Yahoo! News](#) began [including blogs](#) in its news search results in October 2005.

### 5. Video search goes viral

Video search took off in the second half of the year, when Google launched its video search service and iTunes began selling videocasts of TV shows. Higher broadband penetration and smarter devices like video phones and video iPods mean there will be a greater demand for searchable video content in 2006. From October 2005 to December 2005, visits to [Google Video](#) increased by 169 percent, and visits to upstart video search service YouTube shot up 873 percent, mainly due to a video of a Saturday Night Live skit called "[Lazy Sunday](#)" that aired in December. Video search is as much about finding amusing home video content as it is about finding television and film content, with home videos such as the two Chinese students singing the Backstreet Boys song "[I Want it That Way](#)" captivating internet audiences. Both Google Video and YouTube experienced explosive growth when the two videos mentioned above spread through email and social networking sites. [Yahoo! Video Search](#) remains the leader among video search services, and its market share of visits grew by a more modest 18 percent in the October - December period.

Young internet users appear to enjoy consuming content created by their peers, and feel less of a need to get information and entertainment from established, authoritative sources. The older age skew of Technorati and Del.icio.us indicate that the older generation is also adopting new technology and new practices like tagging with enthusiasm.

The explosion in consumer generated content will continue into 2006, particularly in the area of video, as broadband penetration grows and devices get smarter. As the internet heavyweights (Google, Yahoo!, AOL and MSN) continue to invest in and promote technology that makes it easier to post and search for content, there will be a smaller and smaller divide between content creators and content consumers.

Fast Growing Sites in 2005		
Rank among all sites Dec. 05	Site	Market share growth Dec. 04 – Dec. 05
4	www.myspace.com	846%
30	www.thefacebook.com	653%
47	www.wikipedia.org	239%
121	www.hi5.com	288%
303	video.search.yahoo.com	NA
495	www.flickr.com	1317%
778	www.youtube.com	NA
1,011	video.google.com	NA
1,493	www.dailykos.com	81%
1,775	www.engadget.com	272%
2,362	www.thesuperficial.com	479%
2,457	www.43things.com	NA
4,544	www.bloglines.com	252%
4,562	www.technorati.com	797%
18,859	del.icio.us	NA

## VIDEO DISTRIBUTION Sites (Growing Every Day)

### Phase One

Youtube.com  
 Google Video  
 Yahoo Video  
 MySpace Video  
 MetaCafe  
 Revver  
 Dailymotion  
 Blip.TV  
 Brightcove  
 Vimeo  
 EyeSpot / etc...

All of the sites mentioned above, with the exception of Daily Kos, Del.icio.us and Technorati, skew toward visitors under 35 years of age.

*About Hitwise: [Hitwise](#) is the world's leading online competitive intelligence service. Each day, Hitwise monitors how more than 25 million internet users interact with over 500,000 websites across 160 industry categories. By monitoring more people, more websites, more often, Hitwise provides marketers with timely and actionable marketing insights on how their online presence compares to competitive websites. Companies use this information to maximize the return on their online investment, in efforts such as search marketing, affiliate programs, online advertising, visitor segmentation, content development and lead generation. LeeAnn Prescott is senior research analyst, Hitwise. [Read full bio.](#) | <http://www.imediaconnection.com/content/7800.asp>*

### BLOG STATS (Most Accept Video)

Over 57 million Americans read blogs.  
 89% of companies surveyed say they think blogs will be more important in the next five years.  
 Technorati is currently tracking over 70 million blogs.  
 Over 120,000 blogs are created every day.  
 There are over 1.4 million new blog posts every day.  
 22 of the 100 most popular websites in the world are blogs .

### Here are their 10 Online Video Trends to Watch in 2007.

Take note of number 6 - content syndication is a hot trend for this year. It has popped up in many 2007 predictions.

1. Video content will be prolific. From branded media companies to quality independent producers to TV news organizations to novices, content will be plentiful as distribution costs will remain trivial.
2. At the same time, cost pressures will remain a key inhibitor for marketers seeking to use video on the web as a means for reaching their target audience.
3. Video content will be unbound and without organization. People will be overwhelmed by the virtually unlimited choice and will call for simplicity, organization and relevance.
4. Consumers will personalize their PC to watch and receive what they want, from whom they want and when they want it. The biggest trend of '06 — shooting, editing, storing and distributing personally produced video and sharing those video experiences with others - will continue at a brisk pace.
5. Video content will be informative, relevant, entertaining, often helpful but the amount of marginally valuable content will increase.
6. Video content will be distributed through multiple channels and methods. Syndication will increase; marketers will discover syndicated video distribution as a means for exponentially increasing video viewings.
7. Video content will continue to be subject to copyright infringement, and tensions between creators and distributors will escalate.
8. Marketers will continue to discover that video provides creative ways to reach their targeted consumers directly.
9. Video content providers and marketers will discover distribution platforms and partners with growing targeted audiences — and discover that video can generate real ad revenue.
10. Video content providers who will be marketing their content will become overwhelmed by the multitude of choices that limit the attention of their targeted audience.

According to ClipBlast, the online video wave is not even close to cresting. | <http://www.press-feed.com/blog/?p=91>

END

**USER-GENERATED CONTENT DRIVES HALF OF U.S. TOP 10 FASTEST GROWING WEB BRANDS (ACCORDING TO NIELSEN//NETRATINGS)**

*MySpace Is Fastest Growing among Top Web Brands, Google Maintains Double Digit Growth*

**NEW YORK– August 10, 2006–** Nielsen//NetRatings, a global leader in Internet media and market research, announced today that user-generated content sites, platforms for photo sharing, video sharing and blogging, comprised five out of the top 10 fastest growing Web brands in July 2006.

Image hosting site ImageShack ranked No. 4 among July's fastest growing Web brands, increasing 233 percent, from a unique audience of 2.3 million to 7.7 million (see Table 1). Heavy.com, a video sharing site, took the No. 5 spot, increasing 213 percent, from 965,000 to 3.0 million unique visitors. Photo sharing site Flickr followed at No. 6, growing 201 percent from 2.1 million to 6.3 million unique visitors.

Other user-generated content sites that made it into the top 10 fastest growing Web brands were MySpace, with a 183 percent year-over-year increase, and Wikipedia, with a 181 percent year-over-year increase.

"User-generated content sites have seen significant growth over the past year, owing in large part to their reliance on viral marketing," said Jon Gibs, director of media analytics, Nielsen//NetRatings. "They also benefit from their cost-effectiveness - the content is practically free."

Gibs continued, "Notably, the Associated Press also stands out, as a more traditional outlet innovating to keep pace with technology. The launch of its video offering earlier this year has driven significant growth as consumers seek streaming content to complement online and print news. In addition, benefiting from massive online and offline advertising, incentive pricing and reduced security concerns, HSBC has been attracting an increasing number of existing and new customers to online banking."



**US Online Video Viewers As a Percent of Internet Users, 2006-2011**



Note: ages 3+; online video viewer defined as an individual who downloads or streams video (content or advertising) at least once a month  
Source: eMarketer, August 2007

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www.eMarketer.com

