

REAL ESTATE**Video, Video,
Video**

With the advent of YouTube and other online video outlets, video is naturally becoming a huge part of online marketing in real estate. Agents are using it to do property tours. Web sites such as WellcomeMat.com are becoming marketplaces that connect realtors and video professionals and stream their video tours for no fee. And in February, 2007, Vancouver-based developer Cressey took video advertising a step further. They teamed up with a local film production company to produce a mini-series about life in the Donovan, their new high-rise in Vancouver's hip Yaletown neighborhood.

The sitcom, dubbed Donovan Life, is a five-episode lifestyle comedy in the tradition of Sex and the City and Will and Grace, available for viewing on the building's Web site. Joel Burslem, author of the "Future of Real Estate Marketing" blog, calls the Donovan series "the most creative thing I've seen lately."

[Read the story](#)

[Reader comments](#)

[More Slide Shows](#)