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Real estate video use rises in 2009

From Future of Real Estate Marketing
BY [JOEL BURSLEM](#) WEDNESDAY, NOVEMBER 11, 2009
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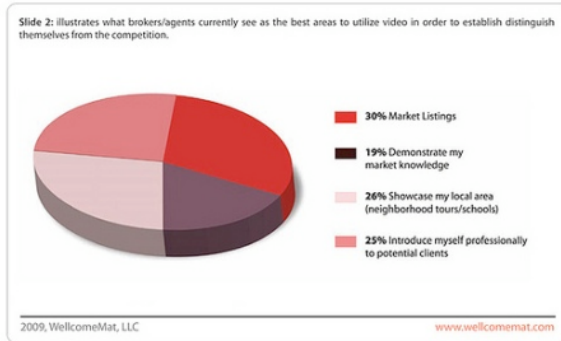
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Online real estate video host WellcomeMat released its [first annual report](#) on the use of video in real estate marketing. Significantly, the company found that the use of video is up 95 percent in the first half of 2009 versus the first half of 2008.

Breakouts like Realtor Ian Watt (see [Video Isn't Just About Your Listings](#)) set the bar for the creative use of video and also seemed to have kick-started a whole generation of car-mounted video blog posts.

But it's not only the little guys getting in on the fun; big brands like Corcoran Group are embracing video too.

What I found particularly interesting in the report, however, was the breakdown of the how real estate professionals are using video. Marketing listings comes in at the top of the list (30 percent); showcasing local areas and professional introductions round out the top three; but oddly, demonstrating market knowledge comes in dead last.



Seems to me, if done properly, market intelligence is the biggest opportunity to push video in a new interesting direction. Imagine an animated [Common Craft](#)-style monthly video market report, for example ...

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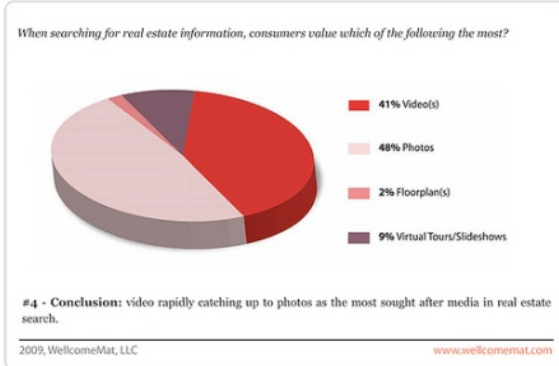
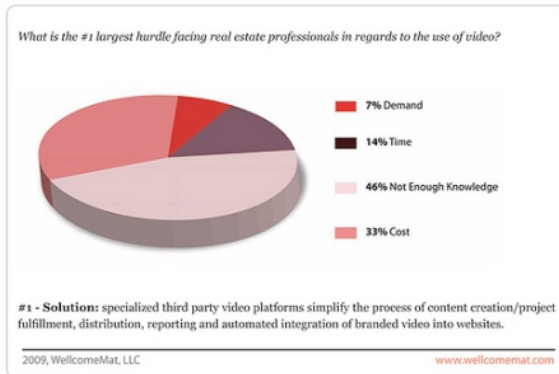
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Submitted by **Robert A. Hulme** on **November 11, 2009 - 3:59pm.**

Video will certainly be a major player in the future of real estate marketing, but will never catch up with just plain photos.

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Submitted by **AgentExcel** on **November 16, 2009 - 1:48pm.**

With a lot of focus turning to Viral Marketing, and the speed of the internet, along with smart phones etc... Video will be playing a bigger and bigger part, why look at a photo, when you can visual tour the entire house on your cell phone right after you drive by it. I agree with the author that agents really should also be developing their brand, themselves as a product, not just promote their listings, but promote themselves and their knowledge and the listings and sales will follow.

MO
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