

News

Trulia's 'social media guru' moves to WellcomeMat

Rudy Bachraty is co-founder of Sellsius
BY **MATT CARTER**, TUESDAY, SEPTEMBER 27, 2011.
Inman News™

- Like
- 0
- Share This
- Comments
- Email
- Reprint Rights
- Community Guidelines

Rudy Bachraty, Trulia's social media guru and co-founder of the Sellsius blog, has a new job: chief educator for **WellcomeMat**, the video publishing platform for real estate professionals and brands.



Bachraty said that while video has been touted as the next big thing in real estate marketing circles for some time, it remains an underutilized medium.

Just as in the early days of blogging, there's "a huge opportunity" for brokers and agents to stand out from their competitors by embracing the medium.

"I think that over the last three to five years, people have been saying" video is the next big thing, Bachraty said. "The technology has really gotten to a point where it's easier for folks to understand how to use it."

Article continues below ▼

+ ROLL OVER FOR INFO

PNC MORTGAGE ADVANTAGE®

On-time closing cash guarantee

\$50 client award for on-time mortgage application

▶ LEARN MORE

PNC Bank, National Association. Member FDIC

Advertise with Inman

Bachraty said he views his move to WellcomeMat as an opportunity to help brokers and agent make the most of the medium. The company's desktop and mobile video platforms are cross-functional for many devices, and WellcomeMat's videographer marketplace helps real estate professionals commission professionally produced videos if they choose.

He cited New York-based brokerage **Halstead Property** as a company that's grasped the benefits of producing videos that help consumers see what it's like to live in a particular neighborhood.

Change Text Size: - +

ScanSnap

The ScanSnap S1500M document scanner

[Click to see it](#)

FUJITSU Tell us how you'll ScanSnap You could win a Gift Card

Headlines

- Most Recent** | Most Comments | Most Emailed
- [California hits ZipRealty with \\$17M wage suit](#)
- [Trulia's 'social media guru' moves to Well...](#)
- [Real estate boundaries: real and imagined](#)
- [Fannie and Freddie fee hike in states with...](#)
- [Home prices post fourth month of gains](#)
- [Helping renters find a home](#)
- [Realtor.com doubles its Facebook fans](#)
- [No. 1 real estate team dresses the part, too](#)
- [Getting started with Facebook Timeline](#)
- [Your ticket to Gen Y real estate clients](#)

Categories

- [Agent advice](#)
- [Buying & Selling](#)
- [Home Improvement](#)
- [Investing](#)
- [Investing & Perso...](#)
- [Markets & Econom...](#)
- [Mortgages](#)
- [Real Estate & Per...](#)
- [Real estate broke...](#)
- [Real estate techn...](#)
- [Rentals](#)
- [International](#)

Similar

- [Uscapreit: Your very own Google Street View](#)
- [Century 21 partners with Trulia, Homes.com](#)
- [5 super easy ways to use video in your business](#)
- [Real estate video use](#)

"I've heard anecdotally from brokers and agents across the country that's a model they'd like to replicate."

Bachraty said leaving Trulia -- a company he joined in 2008 -- was a difficult decision, calling his experience there "nothing but the best, most amazing times."

On Thursday, his last day at the company, Bachraty posted a [slideshow of photos](#) commemorating his time there. Monday was his first day at WellcomeMat.

Trulia spokesman Ken Shuman said Bachraty "was crucial to our success early on" in singing the company's praises to agents via social media channels, and that recently his role had morphed into agent training.

He said Trulia continues to expand its efforts in that area, under the direction of Ginger Wilcox, who came aboard in March as head of industry training and engagement.

"Social media has become part of the DNA of Trulia," Shuman said in explaining that the company won't be naming a new social media guru. "We've got lots of eyes and ears on social, and everybody is willing to lend a hand and help out."

Contact Matt Carter:



Email



Letter to the Editor

Copyright 2011 [Inman News](#)

All rights reserved. This content may not be used or reproduced in any manner whatsoever, in part or in whole, without written permission of Inman News. Use of this content without permission is a violation of federal copyright law.

You must [login](#) or [register](#) to post a comment.

[rises in 2009](#)

[WellcomeMat App:](#)
[Post video on the go](#)

News Archive

[September 2011](#)

[August 2011](#)

[July 2011](#)

[June 2011](#)

[May 2011](#)

[April 2011](#)

[March 2011](#)

[February 2011](#)

[January 2011](#)

[December 2010](#)

[November 2010](#)

[October 2010](#)

real estate
connect
new york city

Call for Ideas!

Nominate a
Topic or
Speaker for
Connect NYC
2012 Now »

agent
reboot™

agent
reboot™