



www.paradeofhomes.org



Internet Upgrade Opportunities

A picture is worth a thousand words...it's definitely worth \$50!

Virtual Tours and Slideshows give your prospects a chance to view more of the home on line—a shopping trend that is here to stay. They're a great selling tool for you, and www.paradeofhomes.org remodeled home searches are accessible from a separate search button for added exposure.

ENHANCE YOUR FALL REMODELERS SHOWCASESM ONLINE PRESENCE WITH A VIRTUAL TOUR FOR \$50.00 (PLUS VIRTUAL TOUR PRODUCTION, WHICH STARTS AS LOW AS \$100)

Here's what to do:

- 1. CONTRACT WITH A PHOTOGRAPHER OR VIRTUAL TOUR PROVIDER.** If you don't have one, here are three options. They each specialize in a certain area of photography or virtual tours. We have included their websites so you can check them out, and decide who you want to work with on this part of your marketing plan.

Landmark Photography & Design LLP, Jim Kruger

612.827.0022, www.landmarkphotodesign.com

This BATC member will provide professional lighting and staging for a 1/2 day shoot. You'll receive 8-10 professional images, a disc containing the images, and an animated slideshow.

eHome Tours, Brandon Rowell

952.882.1800, www.eHometours.net

This is a full service Photography & Virtual Tour provider striving to consistently provide the highest quality, visually appealing Virtual Tours, Slide Shows and Professional Photography available.

360 VIP Virtual Tours, Dean Reidell

612.309.2539, www.360vip.net

360-VIP provides the latest in Virtual Tours to Builders and Remodelers across the greater Twin Cities metro area. They also offer Architectural Photography for Home Builders and Remodelers. High resolution images are suitable for printed materials including magazine ads, brochures and displays.

- 2. CONTACT MICHELLE BRUHN, 651.697.7574 OR MICHELLE@BATC.ORG** to upload your slide show or virtual tour with your online fall Remodelers ShowcaseSM presentation at www.paradeofhomes.org. She'll ask for the link address from your provider, along with the home's address. She will contact you regarding payment (credit card or invoice).

Here's what a www.paradeofhomes.org visitor wrote to us during the fall tour, about why he likes **color photos and virtual tours**:

"It gives me a much better idea of the property and whether it has features I'm interested in."

"It's similar to poking around the internet and visiting the car dealership on Sunday. It allows me to note the features I really want, as well as put my questions together before I go out."

"It makes you more competitive with the "used" homes on real estate Web sites which have at least 10 pictures or a video walk-through."