

www.paradeofhomes.org

INTERNET UPGRADES

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 spring 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 Spring Remodelers ShowcaseSM entry at www.paradeofhomes.org.** She'll ask for the link address from your provider, along with the home's address.

Pre-payment required.

American Express Discover MasterCard VISA

Card # _____

Expiration Date: ____/____ Security Code: _____

Amount \$ _____

Credit Card Billing Address _____

City _____ State _____ Zip _____

Company _____

Signature _____



Example shown above is Fall ShowcaseSM Home #132, Hanson Builders

Questions?

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651-697-7574



Parade of Homes
**Remodelers
showcaseSM**

March 26-27-28, 2010