

Associated Brokers Company Realty ~ Property Media Options

In today's media marketplace, you can show your property to prospective buyers in a matter of seconds at their own convenience. This allows you to advertise on a much greater scale and increase selling potential. You will be able to showcase your property in an impressive manner while making lasting impressions that sell.

All our listings receive a Property Slide Show and Property Information Flyer and listing on our Web site, the local multi-list, and Zillow or LoopNet as a complimentary service. Luxury homes are advertised in the Dupont Registry. As an added buzz, we send new listing announcements via broadcast E-mail to our network which includes active buyers, sellers, investors, and agents.

Property Slide Show

Organized images of your property are played in an image viewer. The images transition automatically without music. Play, forward, back, stop, and pause functions are included. Additionally, thumbnail images of the property are shown on the left hand side of the page as a navigation bar. Any thumbnail can be clicked on and the image will show in the viewer as well.

Property Information Flyer

A general fact sheet on the property which includes standard multi-list information.

Custom flyers (color and black & white) for print and download
(included w/Personal Property Pages)

Electronic Postcards to send via E-mail
(included w/Personal Property Pages)

While we place your property in the local multi-list as a complimentary service, we also offer the fee based option of Personal Property Pages.

Personal Property Pages

A several page Web site dedicated to your property. Each property site is comprehensive and includes a property slide show, downloadable color flyer, contact information, and important documents such as floor plans or disclosures. The presentation is aesthetically pleasing and easy to read (no multi-list report to decipher) which reveals property highlights on the very first page. Helpful links may include: Map/directions, electronic postcard, loan calculator, local schools, census data, local information, home valuation, open house announcements, and showing requests. All of our personal property Web sites are coded and submitted to search engines such as Google and Yahoo! so they are more readily found by potential buyers.

Whether you have your listing in our complimentary package or fee based package, you have several virtual tour options to choose from:

Visual Tour

Similar to the property slide show, the virtual slide show offers soft background music to set the mood, text comments on each photo as if the Realtor was there (audio comments optional) on a personal Web page with ease of access contact information.

Video Tour

Actual video footage of your property which gives a prospective buyer the most accurate virtual experience possible. We offer a wide variety of background music to match the style and ambiance of the property such as classical, jazz, and other instrumentals. All our video tours are formatted for the Internet which means they can easily be viewed as Flash presentations and submitted to syndication and YouTube. The video tour is also portable as it can be downloaded from the main toolbar for personal media viewers such as iPods, iPhone, PDA's and other offline viewing devices. Volume leveling, play, rewind, pause, stop, and forward are included.

Virtual Tour

Gives viewers a 360 degree virtual experience. It's as if a prospective buyer has stepping into a panoramic scene. When the computer mouse is placed on top of the image the view can be changed up, down, or sideways. This is a somewhat self guided tour where the prospective buyer gets a well-rounded perspective of the floor plan.

