

Today's consumers are more demanding than ever before. Real estate agents are in need of more exposure for their listings and a better way to capture and maintain the interest of online shoppers. With BlueLaVaMedia's interactive virtual tours and powerful marketing tools you reach out to prospects faster than ever before. In its simplest terms, our technology speeds your ability to communicate, leaving you more time to close.

**It's proven technology. Our tours and marketing tools are being used by over 60 thousand real estate professionals worldwide within the Real Tour Vision network!**

**WIN MORE LISTINGS!**

With increased competition and more tech-savvy clients than ever before, the time to look your best online is now. Agents who understand that they must offer something truly unique and valuable to clients are winning more listings and closing faster. BlueLaVaMedia virtual tours and marketing tools make a lasting impression that work for you long after listings are sold. Our virtual tours are fully loaded with your photo, branding, contact information, maps & satellite views, school & city data, brochures, music, scene by scene descriptors, hot-spot navigation and much more!



**CONTACT US TODAY!**



Property Marketing Solutions

**BlueLaVaMedia.com** a division of LaVaWorks, LLC

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**BlueLaVa**  
M E D I A

# Property Marketing Solutions

- 360 Virtual Tours
- Virtual Tour Exposure Engine
- Panoramic Sign Riders (PanoRider™)
- Single Property Websites
- Elevated & Nighttime Photos
- 3D Walkthroughs & 3D Floor Plans





### WHAT'S YOUR REACH?

Our virtual tour and listing exposure is so far ahead of our competition that you will be amazed at the traffic you're getting when your weekly virtual tour hit reports come in. We will even send you prospects as your listings generate questions and comments from interested parties. Listing and virtual tour syndication just makes sense. When you gain more exposure for your listings, they are likely to sell quicker and at a higher dollar value. Receive maximum exposure on the nation's largest real estate portal sites including Realtor.com, Google Base, Craigslist, YouTube, Trulia, Zillow, AOL Video, Facebook, Hot Pads, Vast, FrontDoor, and more! Listings pushed to the exposure engine receive on average 40% MORE viewings. Ask us about the BlueLaVaMedia Exposure Engine today!

## Comprehensive Property Marketing Services

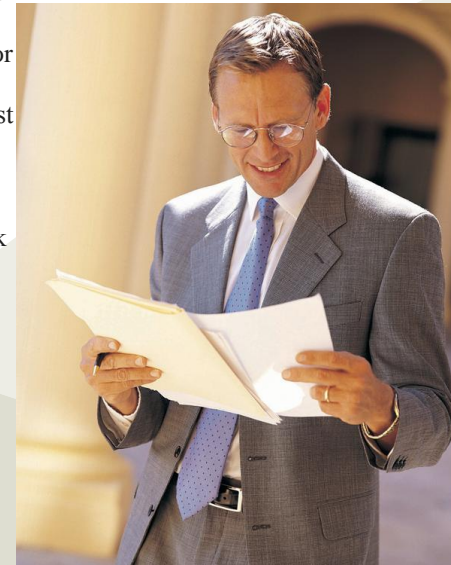


### GENERATE MORE REFERRALS!

Our marketing tools make it easy for your clients to tell others about you. Create a complete marketing program for your sellers and they will spread the word about your unique approach and professionalism. How do you get more people talking about your use of cutting edge technology? Our business card Tour Discs do the trick and make it easy for anyone to pass your information along. Each time anyone gets their hands on one of your discs your contact information and marketing savvy will be clearly visible.

### ATTRACT MORE BUYERS!

80% of buyers use the internet to search for a home. In addition, 71% of all home buyers mentioned the yard sign as an important source of information. A BlueLaVaMedia PanoRider combines the exposure of the Yard Sign with the exposure of the Internet! By using a property specific Website to showcase your listing's virtual tour, the buyer gets exactly what they were looking for; rich, detailed, images and information about the seller's property. On average 49% more leads were produced with the combined use of a virtual tour, PanoRider and property specific Website. PanoRiders are an easy and affordable way to market yourself and your listing both on and off-line!



### EXCITE YOUR SELLERS!

With our weekly virtual tour traffic reports you and your sellers will be able to see just how effective your marketing dollars are paying off. Usage reports not only show where virtual tour views and leads are coming from but they also display which rooms and scenes from within the 360 tours are being viewed the most. Our hit reports keep everyone up to date and excited about the online showings their listing receives.



## Key Statistics

- 54% of home buyers who are searching for their next home on Realtor.com only view properties with featured tours or multiple images. (2006 NAR Survey)
- On a typical day, more than six million people are taking virtual tours in cyberspace, up from roughly two million in 2004. (2006 Pew Life Study)
- 79% of repeat buyers & 84% of first time buyers use the internet to search a home. (2006 NAR Survey)
- Home Buyers who used the Internet as a significant portion of their home-buying experience spent an average of two weeks with a Realtor® looking at homes, compared to those who did not use the internet, who spent an average of seven weeks looking for their home. (2008 RIS Media)
- In cyberspace, a listing with a virtual tour will receive 38% more views. (2006 Pew Life Study)

