

## FOR IMMEDIATE RELEASE

TRAVERSE CITY, MI – March, 4 2008 - BlueLavaMedia, a [Traverse City Virtual Tour Company](#) and Real Tour Vision™ dealer, proudly announces full Supra Key / Lockbox certification for the Northern Michigan area. Their Supra Key certification will enable BlueLavaMedia's current and future clients the flexibility to simply order a virtual tour and know that a qualified, responsible, fully insured and now Supra Key certified company will be arriving on location to capture professional images and complete their virtual tour.

This certification allows BlueLaVaMedia photographers to move in and out of homes freely without the need of an agent to be present. This service is especially beneficial to real estate agents with high vacant home inventories.

Jason LaVanture owner of BlueLaVaMedia said, "We know that many states don't allow for lockbox training and certification so we are especially happy to be able to take the extra steps here for the local real estate agents of Northern Michigan. People take comfort in knowing that they are not only utilizing the best available professional service, but that they are also utilizing a company with the credentials to back it up. That really does make a difference."

### About BlueLavaMedia

BlueLavaMedia produces [Traverse City Virtual Tours](#) with team members Jason LaVanture and Jim Blue. Jason LaVanture is the founder and Vice President of [realtourvision.com](#), the # 1 ranking virtual tour company and virtual tour software provider in the World. Jason brings nearly nine years of internet savvy and expertise to the table. With his experience through Real Tour Vision (servicing over sixty thousand real estate agents worldwide and over 1500 virtual tour providers in his network), he knows what services and functionality are needed on a local or national level.

Jim Blue has nearly 35 years of professional photography experience. He has designed and taught independent photo classes in both silver-halide and digital imaging for over 20 years. Jim was the former owner of Blue Photo Co Inc, a retail camera store and photo-finishing lab. Jim was responsible for managing employees, sales strategies, developing ad campaigns, marketing and distributing advertising to many types of media outlets.

Together LaVanture and Blue's talents come together to create Northern Michigan's premiere virtual tour company and property marketing firm. For more information, visit their website or call (877) 941 – TOUR (8687).

### Contact Information:

Jason LaVanture  
BlueLaVa Media, a Division of LaVaWorks, LLC  
[www.BlueLaVaMedia.com](http://www.BlueLaVaMedia.com)  
877-941-TOUR  
[Jason@BlueLaVaMedia.com](mailto:Jason@BlueLaVaMedia.com)