

BlueLaVaMedia *Real Estate InfoPack*



BlueLaVa
M E D I A
Your Property Marketing Experts



BlueLaVaMedia

www.BlueLaVaMedia.com | 877-941-8687 | 231-946-1360

Now Servicing All of Northern Michigan!

BlueLaVaMedia *Overview*



BlueLaVaMedia is a locally owned Traverse City, MI virtual tour company servicing the greater Grand Traverse region and outlining counties. With team members Jason LaVanture and Jim Blue managing the operation, we are able to bring our customers unique products never before offered in the Northern Michigan market.

Jason LaVanture is the founder of www.realtourvision.com, the # 1 ranking virtual tour company and virtual tour software provider in the World. Jason brings over ten years of internet savvy and expertise to the table as he currently services over **60,000 real estate agents worldwide**. Jason knows what strategies and online marketing tools work for real estate agents 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. You will come to notice the power of Blue as a differentiator behind every one of our virtual tours.

Together LaVanture and Blue's talents come together to create Northern Michigan's premiere virtual tour company and property marketing firm.

In today's market real estate professionals need dependable, profitable and cost effective marketing solutions to compete effectively. The BlueLaVaMedia property marketing system is a complete virtual tour creation solution and comprehensive marketing engine designed to help real estate professionals capture more listings, service clients more efficiently and close leads rapidly.

Internet marketing is moving away from traditional monologue and making interactive media a MUST. The central goal of online marketing is ENGAGEMENT. This means getting your customer or potential client involved with your company, your products, and even your people before they pick up the phone or visit your location. When customers like what they see before actual contact is made a 'virtual relationship' between your company and the customer is formed via the Web. The online YOU will pre-sell your business and encourage qualified clients and serious inquiries to reach out to your company. This is our specialty. BlueLaVaMedia will help your company leverage the depth and interactivity of the Web to create a memorable relationship with your potential customers worldwide, 24 hours a day, 7 days a week.



BlueLaVaMedia *The Solution*

84% of home buyers begin their search for a home on the Internet.

With so many factors playing into the home selling cycle, agents must look for ways to convey this media rich information in a manner that is stunning, informative, and memorable. The RTV property marketing system does just that. At RTV we are a step ahead of our competitors and continually adding new programs that engage and inform.

The statistics to the right clearly delineate the effectiveness of virtual tours. Today's consumers expect detailed information immediately.



“A new age of consumers has risen and with them comes a set of elevated standards and greater expectations needed to win their business.”

Jason LaVanture – RTV Founder/Owner

- ❖ On a typical day, more than six million people view virtual tour.
- ❖ A real estate listing with a virtual tour will receive 50% more views than a competitor's site without a virtual tour.
- ❖ 54% of home buyers, who are searching for their next home on Realtor.com, will skip over listings that do not provide virtual tours and multiple images.
- ❖ 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.
- ❖ After gathering information online, nearly three-quarters of home buyers reported that they drove by specific properties, and 57% walked through a property viewed online.
- ❖ The median income of Internet searchers is much higher, at \$86,900, compared with \$50,400 among those who did not use the internet to search for a home. Meaning, higher end properties sell faster online.

BlueLaVaMedia *Tour Overview*



INTERACTIVE MEDIA IS:

Cost Effective for You

Virtual tours are minimally priced and have a longer shelf life than traditional, expensive, print advertising. The originals are yours to keep and use for future marketing.

Convenient for Consumers

Accessible 24 hours a day, worldwide.

Detailed with a Wide Perspective

Interactive media provides the perfect pairing between close detailed photographs and a wide 360 degree perspective. Both are creatively brought together to showcase property in the most favorable manner.

Motivating

The Internet easily reaches the broadest audience possible. Our virtual tours capture and engage potential customers. It is proven that virtual tours increase business.

Stunning

Our interactive media is polished, colorful, and captivating. Most importantly, it is effective!

Internet sites with interactive media and a virtual tour receive 50% more views.

Our Tours

- Are branded to match your company logo
- Are available in High Definition
- Include still, partial panoramic and full 360 images
- Contain custom hotspots, dropdown menus and auto play for easy navigation
- Have detailed text descriptions on each scene
- Have royalty free voiceovers and music
- Support on demand and weekly detailed site traffic reports
- Are Smartphone, video enabled and ported directly to YOUTUBE
- Can be viewed using Flash and Java based technologies
- Are SEO powered and linked to GOOGLE
- Have detailed Google mapping and satellite features
- Are Email enabled for easy online sharing

BlueLaVaMedia Virtual Tour Gallery

At BlueLaVaMedia we realize that great photo stitching software is the key to creating quality virtual tours. Over the last ten years our staff has mastered the science of photo stitching. Our Tour Builder software produces seamless panoramas that truly capture the scene.

Our proprietary setup and stitching process allows for what we call Variable Controlled Stitching™ which is a more advanced and thorough process than technologies used by other providers not using calibrated hardware and software. We control more variables throughout the image capture and stitching process, giving you a better end result.

BlueLaVaMedia virtual tours are much more than a series of beautiful photos and scrolling panoramic scenes. Our concept is very simple and effective. We provide the features that make it easy for end users to get an accurate picture of a home or business and its surroundings directly from our tours.

To preview our latest virtual tours that are fully featured please visit the online BlueLaVaMedia virtual tour gallery at our website found here:

<http://www.bluelavamedia.com/work.html>

www.galefox.com

Gale Fox
231-633-6782
71 Fourth St.
Suttons Bay, MI US 49682
Email | Website
View My Tour Gallery

COLDWELL BANKER
BANKER

8210 N Indian Camp Rd,
Northport, MI 49670

Price: \$ 998,500
Beds: 5
Baths: 4
Schools: Northport
MLS #: 1713289
Total SF: 4032
Acres: 0.90

360 Tour Provided By
BlueLaVa
MEDIA

Viewing Mode: Flash 3D | HTML5 | VR | AR | 360 | 2D | 3D | 4K | 8K | 1080p | 1440p | 2160p | 4K | 8K | 1080p | 1440p | 2160p

This information is deemed reliable but not guaranteed and has not been verified

Century 21
REAL ESTATE

Andrea Galloup
231-642-8968
3327 S Airport Rd West
Traverse City, MI US 49684
Email | Website
View My Tour Gallery

Century 21
REAL ESTATE

3574 Manchester Rd,
Traverse City, MI 49686

Price: \$ 284,900
Beds: 5
Baths: 2.5
Schools: Traverse City
MLS #: 1714518
Garage: 2 car
Total SF: 2628
Acres: 0.43

360 Tour Provided By
BlueLaVa
MEDIA

Viewing Mode: Flash 3D | HTML5 | VR | AR | 360 | 2D | 3D | 4K | 8K | 1080p | 1440p | 2160p

This information is deemed reliable but not guaranteed and has not been verified

RE/MAX
REAL ESTATE

Dean Baker
231-509-8831
500 S. Union St.
Traverse City, MI US 49684
Email | Website
View My Tour Gallery

RE/MAX
REAL ESTATE

9800 Edgewood Ave,
Traverse City, MI 49684

Price: \$ 590,000
Beds: 4
Baths: 3
Schools: Traverse City
MLS #: 1715433
Garage: 2+
Total SF: 3175
Acres: 1.20

360 Tour Provided By
BlueLaVa
MEDIA

Viewing Mode: Flash 3D | HTML5 | VR | AR | 360 | 2D | 3D | 4K | 8K | 1080p | 1440p | 2160p

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BlueLaVaMedia *Virtual Tours & Slideshows*



Now In HD

We recently added the option for our tours to be full screen, high definition. The difference between these and the typical standard definition tour is astounding! High definition videos contain one or two million pixels per frame, which is nearly five times that of standard definition images. HD full screen virtual tours are transforming the typical virtual tour into something spectacular and offer our virtual tour providers the ability for yet another up-sell on technology. We pride ourselves in harnessing the newest technologies and using them to enhance your virtual tours.

“Other virtual tours lack the crisp, engaging images that RTV HD tours possess. They are easy enough for beginners to create but appear incredibly professional!”



The BlueLaVaMedia HD Slideshow module is first in its class. Built using the very latest flash based engine, it loads at amazingly rapid speeds and displays full screen HD images with grace and elegance. As the demand for professional photography continues to grow, so does the need to have those images displayed in a uniquely impressive format.

At BlueLaVaMedia, we create an HD Slideshow every time you order one of our HD virtual tour photography packages. This slideshow comes with its own link and can be used to market the home just like your interactive virtual tour. Monitor the success of your marketing efforts by checking your weekly virtual tour and slideshow traffic reports. By marketing with two individual links on key websites you'll be able to split test your marketing campaigns. How's that for business intelligence?

Would you like to use your own images in our HD Slideshow Module? We now offer a You Provide HD Slideshow that enables you to take up to twenty of your own images, send them to us and we'll do the rest! Visit our website today for pricing, samples and more details.

TXT Connect



The [BlueLaVaMedia TXT Connect System](#) instantly delivers detailed property information to the cell phone of interested clients. This new service is available 24/7 and responds automatically to requests for detailed property information from potential buyers. A sign rider with a property identification code and a short code is added to the exterior of the building. The cell phone sends a text message such as "prop123" to the advertised code "25665" (i.e.: sign rider would show - Text "prop123" to "25665") and within seconds a TXT message is delivered including detailed property information to their cell phone. You can easily control the information in the download which can include prices, features, and direct web links to photos as well as contact information. [Click here to watch a video overview of TXT Connect.](#)



Single Property Websites

Give properties and businesses a real presence on the web with an interactive single property website. When searching for homes online, over 80 percent of recent homebuyers found photos and detailed property information to be useful when deciding whether or not to view a home. With the use of enhanced virtual tours, single property Websites provide the richest source of information about your property – the kind of information that inspires buyers to pick up the phone. Sample a BlueLaVaMedia Single Property Website Now!

www.3142CrystalDr.com



PanoRiders™

PanoRiders easily add something effective to the traditional yard sign. 72% of home buyers mention the yard sign to be an important source of information, second to the MLS. With hundreds of home buyers driving around town every day and 62% of those home buyers driving through the areas they are interested in living in, a property with a PanoRider™ is sure to draw more interest than your client's competition! Our PanoRiders combine the exposure of the yard sign with the exposure of the Internet! On average 49% more leads are produced with the combined use of a virtual tour, PanoRider and a single property Website.

Still Photography

There will always be a place for the high quality still photographs. Regardless if your desire is to showcase your staff, a home, development, commercial property or the surrounding landscape, the professional results will be the same. This ensures a consistent quality and look for all of your advertising while streamlining the ordering process. Once taken, these high resolution stills will be yours to use for any future advertising or marketing needs you might have.



Elevated Photography



The Blue Bird's-Eye™ is a very inexpensive way for you to get those heads turning your way and make your online real estate listings stand tall. Our 40' elevated shots capture a simply amazing view of your home while it captures property views from over three stories in height. Add our Blue Bird's-Eye to any virtual tour for \$25.00!

[Click here to see a normal snap shot](#)

[Click here to see our Bird's-Eye Powered Shot](#)

Night Shots



Night, twilight and sunset photographs make a listing stand apart from others. When the deck and porch lights are lit, homes have that warm and inviting glow about them. You will simply love the magical and enchanting effect our secret night lens has on your prospects as they view your virtual tours enhanced with our night shots. The high resolution night shots are even emailed to you when we are finished and best of all when the home sells just give us a call and we will have beautiful 8 x 12's printed off for you to present as a **gift to the home seller!** With your night shots hanging on walls all over town you too are remembered forever. A great marketing tool and gift all rolled into one! Now only \$60.00!

Virtual Staging

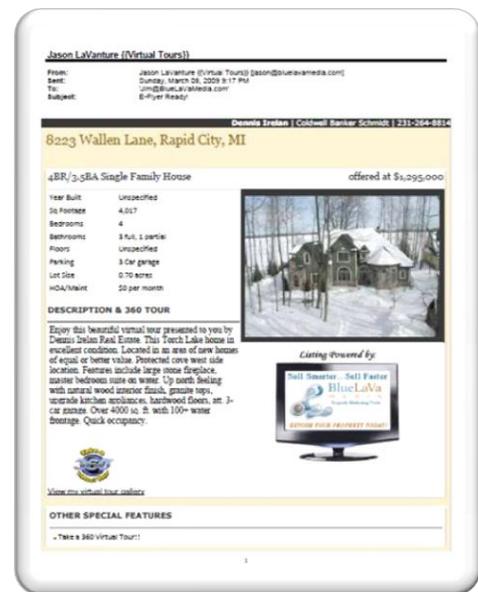
Home staging is frequently employed by homeowners and real estate agents to help show properties to their best advantage. This technology can also be applied to hotels, restaurants or any other commercial property that may be vacant or in the process of being constructed or finished. It is proven that a staged property shows better than an empty property. This is where [Virtual Home Staging](#) really shines. Virtual home staging is the process of taking digital photos of empty rooms and inserting digital furniture, window treatments, and other decorations. The attributes of each property are enhanced by the staging, rather than showcasing the taste of the owner.



BlueLaVaMedia *Property Marketing Tools*

2010 Exposure Engine (Now Including Smart Phone Tour, YouTube Posting, and E-Flyer): 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 hit report comes in. We will even send prospects your way 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. Your listing & tour will appear on Google Base, Craigslist, YouTube, Trulia, Zillow, Facebook, Oodle, Lycos, Local, Hot Pads, Front Door, Aol Video, Vast, Properazzi, Dot Homes and more!

Listings pushed to the exposure engine receive on average 50% MORE viewings and are kept updated until your listing is sold! BlueLaVaMedia also has direct access to the PicturePath™ distribution portal through **Realtor.com** which puts your listings onto 83 additional national portal sites. [Click HERE to download](#) our PDF file that will show you our different levels of exposure.



Tour Audio

Agent Voice- Over: There is no better way to claim your online listings than to put your own voice on your virtual tours. Guide your potential buyers from the foyer to the veranda – from the living room to the master bedroom as if you were there in person with them. Our Agent Voice allows you to highlight the custom features along the way that may otherwise get overlooked. The BlueLaVaMedia audio processing center makes becoming an online tour guide very easy. Place your order with your next tour and call 231-946-1360 x 3. Leave a message about the home on our system and we'll link it. We also offer professional voiceovers that instantly elevate the sound and feel of your tours. See Demo!



Listing CD's & The Free Gift

If you would like to market your services, business and property offline, our Listing CD's are the perfect solution for you. You can order our CD's in bundles of 10, 30, or 60 at \$2.00 each. Our Listing CD's are a very unique marketing tool and are a perfect upgrade to your BlueLaVaMedia virtual tours! *Available in business card size only.*

The Free Gift is a single Listing CD that is mailed directly to your customer shortly after our virtual tour shoot. Every one of your clients will get a little something special that will allow them to not only remember their home forever but you as well. A CD with YOU and their home on it is certainly something they will keep forever.



BlueLaVaMedia Flyers

BlueLaVaMedia Flyers: Who better to create your listing flyers for you than your partners in property marketing! We already have all of your listing data, home descriptions and images so creating a custom made printable flyer for you only takes a few extra minutes. Let us build all of your flyers for you while you do the important things like listing and selling.

[Sample a BlueLaVaMedia Flyer](#)





2D & 3D Floor Plan Services: Floor plans allow home buyers to easily visualize the design of the property and are a powerful marketing tool on the web and in printed form. They are created by using original blue prints or with just a quick visit to the home. Three-dimensional floor plans can be shown with or without furniture – whichever you prefer. We are thrilled that we can offer you professional quality plans at an exceptional value.



Plans with Photos (Photos from virtual tour shoot): BlueLaVaMedia just made 2D floor plans even more informative and compelling. We combine the floor plan with beautiful photographs of your home which brings properties to life and helps viewers visualize them more accurately. When the user places the mouse over a camera icon, a small photograph appears over the plan, illustrating the room pictured. By clicking on an image the photograph can then be expanded to full-screen size. Viewers can also watch a full 'slide show' of all the photographs of the property.

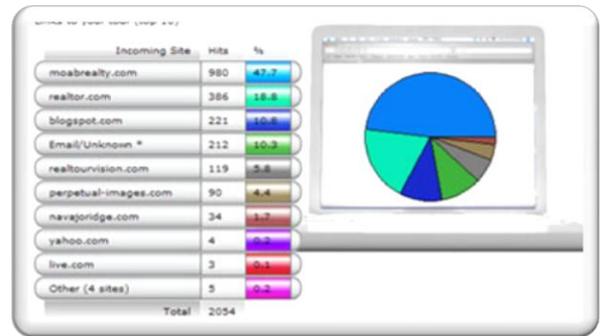


Interactive Floor Plans: Bring properties to life with interactive floor plans. This innovative service is launched directly from your online property listings. Buyers can simply browse detailed floor plans that are branded with your corporate identity. They can measure the space and arrange furniture to confirm the property fits their needs. Interactive floor plans benefit Agents, Builders, Property Managers, Virtual Tour Providers, and rental property listings.

BlueLaVaMedia Connections

Weekly Hit Reports:

Real estate agents need them and home sellers will love you for them! Hit Statistic Reports show not only where virtual tour views are coming from but they also display which scenes from within the 360 tours are being viewed the most. The BlueLaVaMedia traffic reporting system will tell you where your precious marketing dollars are best spent. Most importantly, the BlueLaVaMedia traffic reports will automatically be sent out to you once a week for your review and ability to forward to your customers. Click here to view a [Virtual Tour Hit Report](#)



Social Media & Bookmarking Built In

Receive Maximum Exposure from your virtual tour by using our NEW Facebook, Twitter and Social Bookmarking Tool. This new service is FREE with the purchase of every BlueLaVaMedia virtual tour.

In just one click, your virtual tour can be submitted to popular social bookmarking and networking sites such as: Facebook, Twitter, Digg, Delicious, Furl, FriendFeed, MySpace, BackFlip, LinkedIn, Reddit, StumbleUpon, Technorati, Mixx and Bebo. Now you, your customers, and their friends can post your virtual tours on these sites!! Start social bookmarking your tours today by clicking on the "Share Tour" tab on any of your virtual tours.



The BlueLaVaMedia Hot Sheet:

Keep your eyes out for our new real estate listing Hot Sheet. The BlueLaVaMedia Hot Sheet comes from our new virtual tour portal found at www.TourGrandTraverse.com and is an email feed that gets sent out when our virtual tour directory gets filled up with brand new listing tours for you to look at! If you signed up for our newsletter you will automatically be signed up to receive our Hot Sheet!

The Hot Sheet is a fantastic way to keep an eye on Northern Michigan real estate and best of all every listing on the Hot Sheet has a virtual tour attached! See one of our previous [Hot Sheets Here](#).



BlueLaVaMedia Connections

Agent Virtual Tour Website & FREE Agent Listing Gallery Pages: **Now SEO Enhanced**

With the purchase of your very first BlueLaVaMedia virtual tour we will create for you an online gallery that will display ALL of your virtual tour listings that you carry with us. When your home sells we even mark those properties as sold. You can easily [link your virtual tour gallery onto your website](#) so visitors can view all of your virtual tour listings in one easy-to-find location.

Our new gallery pages are now **Search Engine Optimized**. This is a great opportunity for you to promote yourself, so take advantage of it! Your virtual tour gallery will also display a short welcome message that best describes you, your unique offerings and credentials.

This is a great **SEO** tool for you to promote yourself as a source of real estate information in your town. And for a mere \$20.00, we are also able to register you a **custom domain name** that will forward directly to your virtual tour gallery page!

Finally you will be happy to know that the BlueLaVaMedia Social Ignition functionality has now also been added to the upper right hand side of your gallery page allowing your gallery to be easily bookmarked in the major social networking sites.



FREE Blogging, SEO, & Social Networking Training

Learn from the Guru himself Jason LaVanture on the latest HOT topics such as Social Networking, Blogging, Social Bookmarking, and Link Building. Is your Twitter Tweeting? Are people digging your Diggs? Are you building solid back links to your website and you're your brokerage site? Jason LaVanture Internet marketer and founder of www.RealTourVision.com the World's #1 ranking virtual tour company on the Internet is here to tell you how you can do the same for your company.

Do you remember when you did not need an email account to conduct business...back when you could keep up without a website? Times are quickly changing and once again you need to do the same. As a customer of BlueLaVaMedia we will give you and the other agents in your brokerage access to our free Blogging and search engine optimization course. Are you ready for Social Ignition? [Read More](#)



BlueLaVaMedia *Testimonials*



See what others are saying about BlueLaVaMedia & our Powerful Property Marketing Tools:

"We are quite satisfied with the job you and Jim did with our house. We sold it and closed last week! I think the realtor who brought us the buyer did utilize the virtual tour. We are renting a place in the area while our new home is being built, and have recommended the owners of the rental that they should consider your company. Thanks!" - Mike Haley

"Jim and Jason: These tours are excellent...exceptional work...this property NEEDED this kind of exposure...I like the music as well! Thank you both so much for your extra efforts! - Howard Vogel

"Excellent!!! Thank you Jim, it looks great! Superb, quality pictures and spins and I like that you matched the Header with my website Header ~ and the music is very uplifting - good job! I'll be getting in touch with you when the grass greens up to do more tours on my other listings. Thanks for such a nice virtual tour!" - Beverly Granger

"Wow! Fantastic! Thank you so much for doing this!!! What an amazing thing you have done for us, thank you thank you!! I have asked www.Leelanau.com to link it in asap via a button and the drop down menu. REALLY appreciate this, what a wonderful addition to our site!"
Traverse City State Theatre Staff

"Jim was just here to finish up the Frog Pond Village virtual tour. We are so very happy with what Jim has done for us!!!!!!!!!! We appreciate the extra time and effort to make it perfect for us! It has been a pleasure. Thanks again." – Karen, Frog Pond Village

"Thanks, Jim!! The photos look great! My sellers love it, I love it and I know that it increases the exposure and the chances of the home selling more quickly than any print advertising. My sellers love being able to send the link to family and friends or being able to direct them to the single property website. It seems to be a source of pride for them. My sellers enjoy receiving the website hits, too, and it's an easy way for me to "stay in touch" when there maybe hasn't been as much activity on their homes. It helps them stay loyal and confident in the market. I appreciate your level of customer service and the quality product you produce." - Andrea Galloup

"Jason, I wasn't aware that you forwarded me leads and correspondences from CraigsList!! I think that's just great. Happy 4th!"
- Claudia Light



BlueLaVaMedia | *The Industry Leader*

Making the decision to choose BlueLaVaMedia to drive your online marketing presence, enhance your website, or take care of all of your real estate marketing needs is making an intelligent business decision. We encourage you to research the industry and feel free to contact a BlueLaVaMedia account representative with questions.

If you're curious how we compare to other virtual tour technologies please send us your competitive comparisons and we will happily discuss them with you. Our virtual tour technology is driven by RTV, one of the oldest virtual tour companies in the industry. Having led the way for eleven years, our clients get only the most experienced advice and help from our staff and photography team. Our website is continually updated and contains a comprehensive list of our marketing tools, current pricing, and all promotional offers. See how a BlueLaVaMedia virtual tour can enhance your presence on the web by contacting us today.

***BlueLaVaMedia Virtual tours are captivating,
professional and most importantly effective!***



BlueLaVaMedia

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Now Servicing All of Northern Michigan!