



BlueLaVa
M E D I A
Your Property Marketing Experts

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FSBO *InfoPack*



Sell Smarter.... Sell Faster

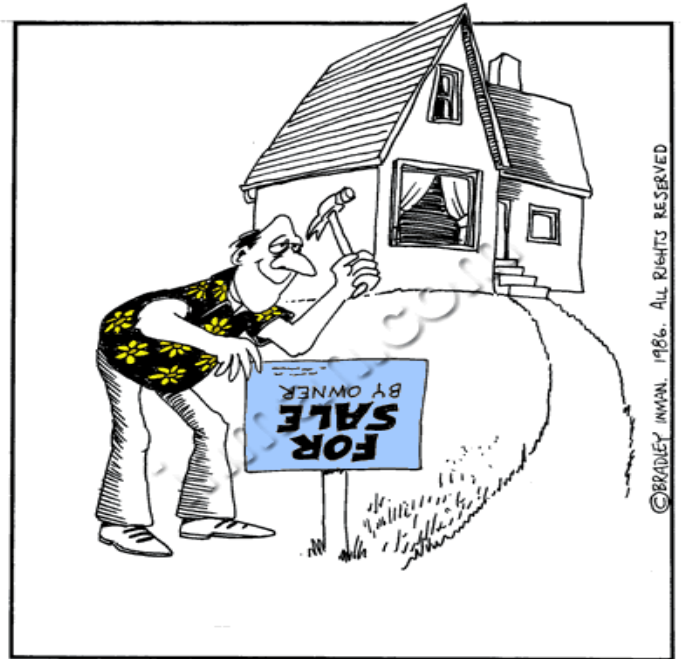
Call Your Property Marketing Experts Today

About BlueLaVaMedia

Don't get flipped upside down in today's real estate market. Let the property marketing experts at BlueLaVaMedia help you get your listing turned around!

Today's consumers are more demanding than ever before. Property marketers are in need of more exposure for their homes and a better way to capture and maintain the interest of online shoppers. Eighty-five percent of home buyers reported that their first step in the home buying process was looking online for properties for sale. Internet viewers no longer spend time on listings that don't allow them to visually preview properties first.

Team BlueLaVa has the staff, experience, and technological expertise to help you stay ahead and look your very best in today's market. When it comes to selling each property we truly understand the importance of showcasing its unique features and promoting it to the largest audience possible. We will help you bring qualified buyers to your door.



Differentiating your property from the competition starts by scheduling your professional photography shoot. During your photo shoot a photographer will capture your property in its best light and highlight your property's unique features. Images are then used to create professional online and offline presentations that we will use to help you market and expose your listing. Our **POWERFUL MARKETING TOOLS** revealed within this Information Pack will put your listing in front of more prospects than ever thought possible.

There's no secret behind our marketing program. When it comes to promoting your listing we give buyers what they want online and off. Today, images are EVERYTHING!

BlueLaVaMedia is a locally owned Traverse City, MI property marketing 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 and Vice President of www.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 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.

- ❖ Home Buyers who used the internet as a significant portion of their home-buying experience spent an average of two weeks 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 real estate listing with a virtual tour will receive **38% more views** than a competitor's site without a virtual tour. (2007 Pew Internet & American Life Study)
- ❖ 54% of home buyers, who are searching for their next home, will skip over listings that do not provide virtual tours and multiple images. (National Association of Realtors 2006 Survey)
- ❖ 33% of all buyers are now using social networking sites with 19% using them at least a few times per week.



Technology

at work for you.

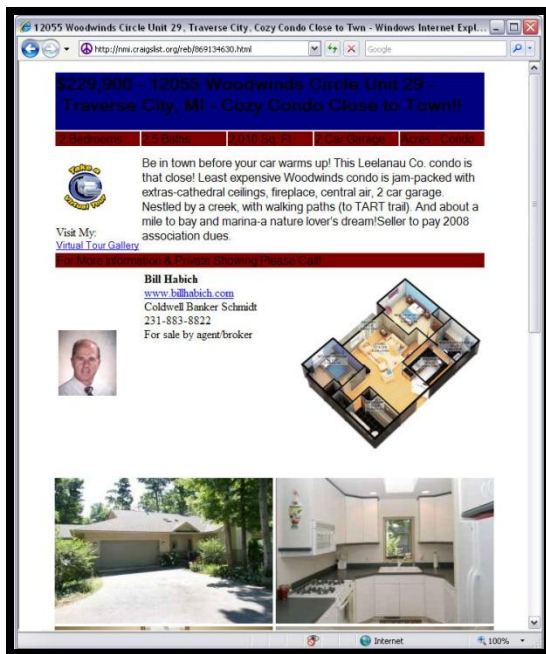
- ❖ As of August 2007, over half of American adult internet users (67%) have taken virtual tours of another location online. (2007 Pew Internet & American Life Study)
- ❖ 80% of consumers search for information online. That means at least 60% of your marketing dollars should be spent optimizing your listing online. (2008 RIS Media)
- ❖ On a typical day, more than six million people are taking virtual tours in cyberspace, up from roughly two million in 2004. (2007 Pew Internet & American Life Study)



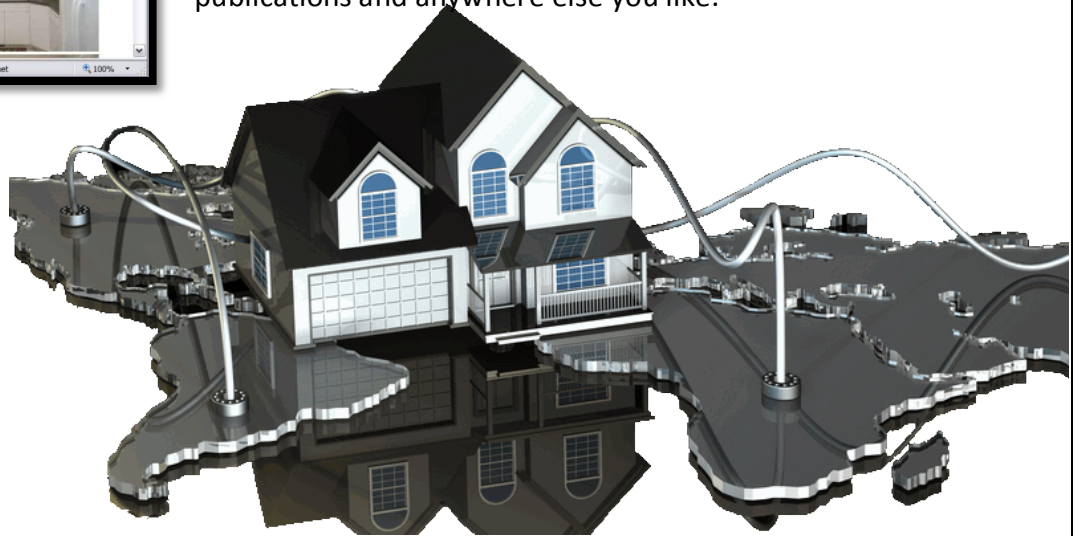
- ❖ 79% of repeat buyers & 84% of first time buyers use the internet to search for a home. (National Association of Realtors 2006 Survey)
- ❖ After gathering information online, nearly three-quarters of home buyers reported that they drove by specific properties, and 57% walked through a property viewed online. (National Association of Realtors 2007 Survey)
- ❖ 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. (National Association of Realtors 2007 Survey)
- ❖ The daily cost for print advertising varies from \$66-\$150 per day and has a shelf life averaging around 30 days. Print advertising has a limited market penetration based on your distribution and does not allow the consumer to interact or engage with the advertisement. The cost of a virtual tour costs about 27 CENTS per day and has a shelf life of 365 days with WORLDWIDE exposure. The cost to interact with prospects is MUCH less.

Listing Syndication

Receive maximum online exposure with our Exposure Engine!



When you put your home in front of more people, not only will your property receive maximum exposure but it is also likely to sell quicker and at a higher dollar value. The importance of exposing your property to the masses is obvious and by collaborating with many local and national listing portals you can rest assured you will be showing your home several times a week through virtual tours and the power of the internet. We send prospects your way as your property generates questions and comments from interested parties. Your property & tour will appear on Craigslist, YouTube, ByOwnerUpNorth, Facebook, AOL Video, ByOwnerMLS and Google Video! We even keep your craigslist ad updated twice a month so you receive maximum exposure. You will receive your single property link so you will also be able to market your home in local newspaper publications and anywhere else you like.



Tracking your property's success ensures effective marketing.



Once we have helped you distributed your listing properly, you will love watching your weekly traffic reports come in. The weekly reports are automatically sent directly to you from our hit tracking system. Hit statistic reports show what referring websites your listing views are coming from and also display which scenes from within your tour are being viewed the most. Our detailed reporting system also allows you to run on demand reports by clicking a secret button at the bottom of your tour! These weekly hit reports keep everyone involved up to date and able to monitor where marketing dollars and efforts pay off the most.

Social Networking: Built In



33% of all buyers are now using social networking sites with
19% using them at least a few times per week.



One-Click Submit To:

- Digg
- Delicious
- Facebook
- FriendFeed
- Furl
- MySpace
- BackFlip
- LinkedIn
- Reddit
- StumbleUpon
- Technorati
- Twitter
- Mixx
- Bebo

SOCIAL NETWORKING MADE SIMPLE!

In just one click, your virtual tour can be submitted to popular social bookmarking and networking sites such as: Digg, Delicious, Furl, Facebook, FriendFeed, MySpace, BackFlip, LinkedIn, Reddit, Twitter, StumbleUpon, Technorati, Mixx and Bebo. Now you, your customers, and their friends can bookmark 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.

It's no secret that social networking is quickly becoming the norm in internet marketing. That is why our virtual tours have social networking built right into the virtual tour viewer. With a click of the mouse, viewers can add your virtual tour to their social networks.

Imagine your virtual tour becoming a viral marketing tool virtually overnight.

This feature on our virtual tours is yet another powerful property marketing tool that helps you stay competitive in an aggressive real estate market and get the most eyes as possible on your listing.

Visit us online today to learn more about our property marketing solutions!

Contact Us Today: PO Box 1943 | Traverse City, MI 49685
Local: 231-946-1360 | Toll: 877-941-8687

The Online Interactive 360 Tour

The Unreliable Eye: Your house as seen by:



Your Lender



Yourself



Your Appraiser



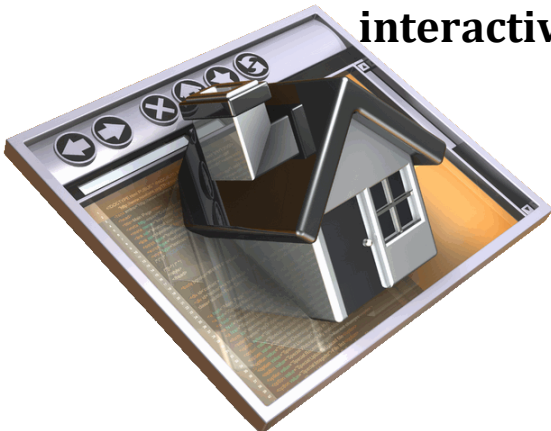
Your Tax Assessor



Reality

With our unique marketing approach, skilled team, and professional photography services, you can be assured that your property is represented for what it *really* is both online and off. Your online interactive home tour is quickly delivered in an impressive high quality format allowing anyone to view your home at any time. Those viewing your tour will also have access to many other features such as maps, local school and city information, music, scene by scene text descriptions, property details and an easy way to email the listing to friends and family.

Your property will have a real presence on the web with an interactive Single Property Website.



A BlueLaVaMedia Single Property website is created for EVERY BlueLaVa By Owner virtual tour we create. A single property website gives your listing a real presence on the web and becomes a very simple reference for you to use in marketing your home online and off! These websites contain your full interactive virtual tour with enhanced listing features. Sample : www.3157VoiceRd.com

Virtual Tour Add-Ons

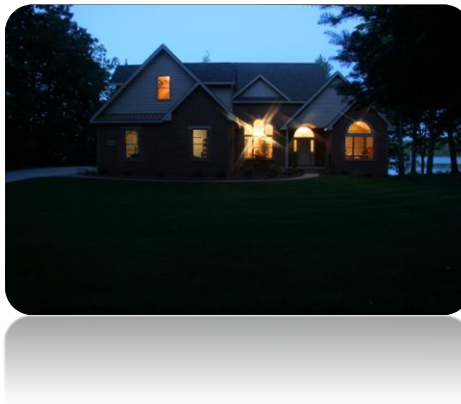
Elevated Photography: The Blue Bird's-Eye™ is a very inexpensive way for you to get those heads turning your way and set your online real estate listings apart. Elevated shots capture a simply amazing view of your home and our Blue Bird's-Eye captures property views from over two stories in height!

[Visit our online gallery here](#)



Night Shots: Night, twilight and sunset photographs really make a listing stand apart from others on the market. 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 tour 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 as a keepsake!!

[Visit our online gallery here](#)



Owner Voice- Over: There is no better way to claim tell people all about your home than to put your own voice on your virtual tour. 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 owner voice over feature comes absolutely FREE with every virtual tour purchase and allows you to highlight the custom features along the way that may otherwise get forgotten.



The FREE Gift: Every BlueLaVa By Owner virtual tour comes with our free gift to you at no additional cost. Upon completion of your virtual tour, we will send you a CD with your virtual home tour on it for you to keep for years to come.



Offline Promotion

The fact is thousands of listings are sold each month because they were discovered via foot traffic. At BlueLaVaMedia we understand that good offline promotion that directs people directly to your online listing is mandatory. You will enjoy a wide variety of our powerful offline marketing tools.



Our listing flyers take a 360 degree approach to marketing your home. The flyers steer shoppers directly to your online 360 virtual tour where further research can be conducted and a decision can be made to see your home in-person. You will have confidence knowing that anyone who schedules a showing to see your home has seen a great deal of it already and is truly interested. An attractive sales flyer that grabs potential buyers from the start is essential to every property marketing program.

Buyers can show up anytime and anywhere and that's why we create small business card sized virtual tour CD's that fit easily into any purse or wallet.

Tour Discs make it easy for your property to be seen and passed along offline from one person to the next. Tour Discs can be used to differentiate your property in open houses and home showings. Best of all, they have an incredibly long shelf life because of their small size and shape. Anytime you show your home to an interested party, give them a Tour Disc to take home with them. This keeps your home in front of prospects longer.



A BlueLaVaMedia single property website when used with our PanoRider™ turns heads and converts street traffic into web traffic!



{Your Company Name} custom panoramic sign riders provide **"passers buyers"** with a chance to see an actual panoramic image of your favorite room inside of your home and also advertises the single property website address. This website address leads shoppers directly to your online listing for further research and investigation. The combined use of a virtual tour and single property website produces, on average, 49% more visitors than its competitors. Let our PanoRider and weekly stats prove it! This tool is something every home seller should be implementing! It's time to turn street traffic into web traffic.

3D Floor Plan and Walkthrough Services

BlueLaVaMedia Floor Plan and 3D Walkthrough services give shoppers a sense of true perspective when searching for a home.

Floor plans allow home buyers to even more easily visualize the design of the property. Both our 2D and 3D floor plans are created by using original blue prints or with just a quick visit to the home we can have all of the data that we need to create professional quality plans at an exceptional value.

2D 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.



3D Plans with or without furniture

With our new technology any 2D floor plan can instantly be converted into a vibrant and compelling 3D floor plan. The 3D plans are great to print directly onto the back of your listing flyer as well as for use in your online 360 virtual tour. They allow shoppers to instantly visualize the overall space of your home. 3D plans are a powerful and invaluable property visualization tool!



Standardized 3D Walkthroughs

With our stunning 3D technology, a viewer can “walk through” a property on the web before it has been built or an existing property just as if they were there in person. High-quality computer generated videos let you experience a home and get a realistic feel for its size and layout. The 3D Walkthrough is the ultimate property marketing tool which can be linked directly into your virtual tour

It's truly a magical experience. The 3D Walkthrough video is like somebody moving through the property with a video camera!

For additional information, download our [3D and Floor Plan InfoPack](#) or visit us on the web [HERE](#).



Let's get started today!

No presentation is complete without the addition of sound.

An audio clip will be added to your virtual tour that matches the style of your home. The use of audio is an inviting and an emotionally appealing addition to your virtual tour that creates an instant bond with your visitors.

Buyers make purchase decisions largely based on emotion and those viewers who bond with your home online are more likely to ask to see it in person. After gathering information online, nearly three-quarters of home buyers reported that they drove by specific properties, while 57 percent walked through a property viewed online. Scene by scene text descriptions can also be added to the tour so that all the features in your home can be highlighted to viewers, just as if your home was being shown in person.



Powerful marketing tools are released often. Contact us today to get started 231-946-1360

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