

## **BlueLaVaMedia** Announces Extended Virtual Tour Service Coverage for Real Estate One® Agents in Michigan

TRAVERSE CITY, MI - June 4, 2008 – BlueLaVaMedia offering Traverse City virtual tours announced today a strategic alliance with **RealVisionStudio**, provider of Metro Detroit virtual tours. These companies have aligned to offer Real Estate One® (REO) agents a new powerful listing tool and extended virtual tour service coverage.

The back-end real estate listing system that REO agents use to publish listings to the MLS features an integrated ordering page which allows agents to order full service virtual tours from a list of preferred vendors at the same time they enter in their listings. Until recently, only REO agents from the Metro Detroit area have been able to place orders for virtual tours from these vendors within this system. This new strategic alliance now allows agents in **Northern Michigan** to also place orders for full service virtual tours.

“It just made sense for us to partner with RealVisionStudio to service the two largest REO markets in Michigan. Home sellers and real estate agents, now more than ever, need access to effective property marketing tools. That’s been our offering since we opened our doors.” said Jason LaVanture of BlueLaVaMedia.

BlueLaVaMedia also announced their all new ‘PanoRider™ Custom Round’ which is a panoramic sign rider made specifically for the signature REO round yard signs. The PanoRider is a powerful marketing tool that converts foot traffic from a real estate yard sign into online web traffic. These eye-catching riders feature a panoramic scene from the within the home which is printed in full color and displayed above the REO round yard sign. The sign prominently displays a custom single property website address (utilizing the physical property address) which points directly to the online virtual tour and property listing information. This remarkable tool drastically saves home shoppers time as they can simply type in one web address to pull up that specific 360 home tour rather than spending time searching the MLS or agents site for that listing.

Both virtual tour and PanoRider services are available to all real estate firms in the Northern Michigan and Detroit region and samples of each technology can be

viewed by visiting their websites [www.BlueLaVaMedia.com](http://www.BlueLaVaMedia.com) and [www.RealVisionStudio.com](http://www.RealVisionStudio.com).

#### About BlueLaVaMedia

BlueLaVaMedia is virtual tours of Traverse City with team members Jason LaVanture and Jim Blue. 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).

#### About RealVisionStudio

RealVisionStudio is a Metro Detroit virtual tour company owned and operated by Mike and Joyce Thompson. RealVisionStudio offers interactive 360 virtual tours, panoramic sign riders, single property websites and more. For more information call 734-727-2276.