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The Next Generation of Open Houses: Web 2.0 Technologies Help Real Estate Agents Increase Reach, Ease Home Hunting Process

VMLH's 'Online Open House' gives prospective homebuyers a high-definition, full-motion preview of listings; Offers "the next best thing to viewing a house in person"

GILBERT, Ariz. – (April 21, 2009) – An open house is a Realtor's primary tool for showcasing home listings, and the rise of Web 2.0 technologies has provided for the next generation of open houses: the Online Open House, developed by Gilbert-based VisitMyLuxuryHome.com (VMLH).

Unlike a virtual tour that typically consists of music playing over panned photos, an Online Open House consists of full-frame, full-motion, high-definition streaming video, with a live host that guides you through the home, pointing out the features and benefits along the way.

"An Online Open House saves Realtors and home sellers time and money by providing a clean, inviting open house 24-hours-a-day, free from pets, messes and complicated schedules," said VMLH Owner Ben Freedman. "It's the next best thing to viewing a house in person."

Freedman adds that the Online Open House offers benefits that Realtors cannot find from traditional open houses or virtual tours:

- **Professional Presentation** – A professional presenter appears in the video and guides viewers through the listing, enabling them to gauge the size, perspective and unique features of each room. While still photographs can distort views, high definition video allows potential buyers to make realistic assessments of the home's aesthetic and functionality. In addition, a professional presenter offers a personal touch that's necessary to connecting with online viewers.
- **Increased Reach** – An Online Open House allows house hunters from across the street, state and country to view homes from the comfort behind a computer screen, instantly opening up the market of potential buyers. Every VMLH Online Open House is linked to the MLS, Realtor.com and top video sharing sites like YouTube and Google Video, in addition to being featured on the VMLH Web site. Clients can also e-mail the videos and easily embed them into their own Web sites.
- **Green House Hunting Options** – Driving from open house to open house wastes gas, which damages both the environment and bank accounts. An Online Open House allows prospective buyers to preview multiple homes in a matter of minutes so that they can create a short list of the properties they'd like to see in person, ultimately save a significant amount of time and

money.

- **Aerial Perspectives** – VMLH is the first videographer in Arizona and among a handful nationwide to offer aerial videography in an unmanned aerial vehicle (UAV) called the DraganFlyer X6. The UAV is quiet, can move in all directions and capture images at lower altitudes that helicopters can't reach, offering unparalleled shots of buildings and landscapes. These low-altitude aerial shots are ideal for showcasing the features of sprawling luxury homes, as well as the home's relative location to other landmarks, such as a pool or golf course.

"We have created Online Open Houses for several of our listings, and each one has received a tremendously positive response from our clients," said Phoenix Realtor Jamie Opic. "We are able to reach many more people than we could with photos alone, and the high definition video is reflective of our luxury brand."

To view VMLH Online Open Houses, visit www.VisitMyLuxuryHome.com. Realtors and home sellers interested in showcasing their listings can contact Freedman at ben@vmlh.com or (480) 240-9626.

About VisitMyLuxuryHome.com

Arizona-based VisitMyLuxuryHome.com (VMLH) utilizes multimedia Web 2.0 technologies to help real estate agents and home sellers make their listings stand out from the crowd. VMLH specializes in creating Internet video open houses, or virtual walk-thrus, in which a prospective buyer is guided through properties by professional presenters in high-quality, full-motion video. VMLH's corporate division, VMLHVideo.com, uses these same capabilities to produce top-quality corporate videos across industries for online and DVD distribution. In addition to videography, VMLH is a pioneer in Enhanced Lighting Compression (ELC) photography, a breakthrough in the way that images are represented in print and online. For more information on services for real estate agents and home sellers, visit www.VisitMyLuxuryHome.com or call (480) 240-9262. Visit www.VMLHVideo.com for details on the corporate video division.

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