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New ‘Live’ Online Luxury Home Tour Service Debuts in Arizona; Will Aid Realtors & Home Sellers during Market Downturn

Professionally Guided ‘Video Open House’ Replicates On-Site Visits

PHOENIX, AZ (January 15, 2008) — Arizona-based VisitMyLuxuryHome.com today released a new Virtual Open House service enabling prospective buyers to receive room-by-room tours of high-end homes in high definition, full motion video with live commentary by professional presenters. Initially available exclusively in Arizona, the Virtual Open House is a compelling new way for buyers to quickly visit homes online.

The new service replicates the experience of an on-site tour using a combination of state-of-the-art full-motion video, professional presenters, Web 2.0 navigation and interactivity, conveying a sense of each property in a manner far surpassing traditional photos or slide-shows. The you-are-there feel of the service eliminates hours of travel time and wasted realtor effort, allows buyers to quickly zero in on homes of interest, and showcases homes to their best advantage.

“While photos are important, they can’t offer the same sense of scale or perspective available from full-motion video,” said Benjamin Freedman, CEO of VisitMyLuxuryHome.com. “Other companies’ virtual tours often look distorted and only provide a single point of reference, whereas our Virtual Open House takes you room by room throughout the house with a live professional presenter pointing out the best features of the property. It’s like watching a real estate TV show.”

VisitMyLuxuryHome.com’s advanced technology allows realtors to put the Virtual Open House directly on their website so that buyers can view the property without having to navigate to another website. In addition, the Virtual Open House is linked to places home buyers are already visiting such as the MLS website and Realtor.com.

“Open houses are a great way to sell homes, but it’s impossible to open all your listings and still have a life,” said Arizona Realtor David Fuller, “With VisitMyLuxuryHome.com, it’s like having an open house 24/7 everyday. My out-of-town buyers love it because they can tour a house on the Internet before visiting in person.”

VisitMyLuxuryHome.com is currently offering introductory discount pricing, and is accepting homes that meet the company's property guidelines. A Q1 grand opening event will be announced at the end of January. More information is available from Jill Schmidt at (847) 415-9311 or jills@sspr.com

About VisitMyLuxuryHome.com

VisitMyLuxuryHome.com puts multimedia Web 2.0 technologies to work helping realtors and home sellers make their listings stand out from the crowd. VMLH specializes in creating Internet video 'open houses' in which a prospective buyer is guided through properties by live professional presenters in high quality, full motion video. Utilizing Web 2.0 syndication and navigation technologies, the video is available in some of the most popular places on the Internet, including the realtor's own website, and can be viewed locally and from far away 24 hours a day. For more information, visit www.visitmyluxuryhome.com or call (480) 240-9262.