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Leading Real Estate Videographer VisitMyLuxuryHome.com Chosen to Develop “Reality Show” of John McCain’s Former Home

‘Online Open House’ of former McCain residence gives prospective homebuyers a high-definition, full-motion preview of the newly remodeled compound, Format adds value to any residential listing

GILBERT, Ariz. – (Feb. 12, 2009) – The former home of Sen. John and Cindy McCain, a landmark estate in central Phoenix, has undergone a multimillion-dollar transformation. The current owners have put the estate back on the market, and they chose Gilbert-based VisitMyLuxuryHome.com (VMLH) to showcase it to prospective buyers.

VMLH, a pioneer in the videography of luxury home listings, specializes in Online Open Houses. 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. 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.

“It’s like having a TV reality show for your home, and each section of the house has a starring role,” said VMLH Owner Ben Freedman. “VMLH has the technological capabilities of the large production houses that you see on TV, but we have the pricing of a neighborhood videographer. It’s the ideal tool for local home sellers and Realtors who want to expand their market to potential buyers around the nation or even the world.”

The Online Open House of the former McCain residence can be viewed at:
<http://vmlh.com/homes/landmarkestate>.

“We wanted (VMLH) to create an Online Open House because they were able to show just how expansive the compound is. Everyone has said the video is just beautiful,” said current homeowner Jane Pople, who transformed the Southwestern-style estate into an Old World Tuscan theme, including architectural tributes to the Senator’s legacy.

She added that the presenter offered a personal touch that’s necessary to connecting with buyers. “(The presenter) showed excitement in the presentation and expressed attention to details that they may have not seen originally.”

Freedman adds that Online Open Houses are highly effective sales tools for any residential or commercial listing. An Online Open House saves prospective homebuyers time, gas and money by allowing them to preview homes they’d like to see in person. It also saves the Realtor time by providing a clean, inviting open house 24-hours-a-day, free from pets, mess and complicated schedules. Every VMLH Online Open House is linked to the MLS, Realtor.com and top video sharing sites like YouTube

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. VMLH can optionally provide clients with DVD versions of the video.

To view additional Online Open Houses or video testimonials from other VMLH clients, 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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