

November 6, 2009

Real Estate Video Report

Fall 2009





This is the first document in a series of semi-annual real estate video reports.
 by **Christian Sterner**
 with Matt Di Giulio and Phil Thomas Di Giulio

EXECUTIVE SUMMARY

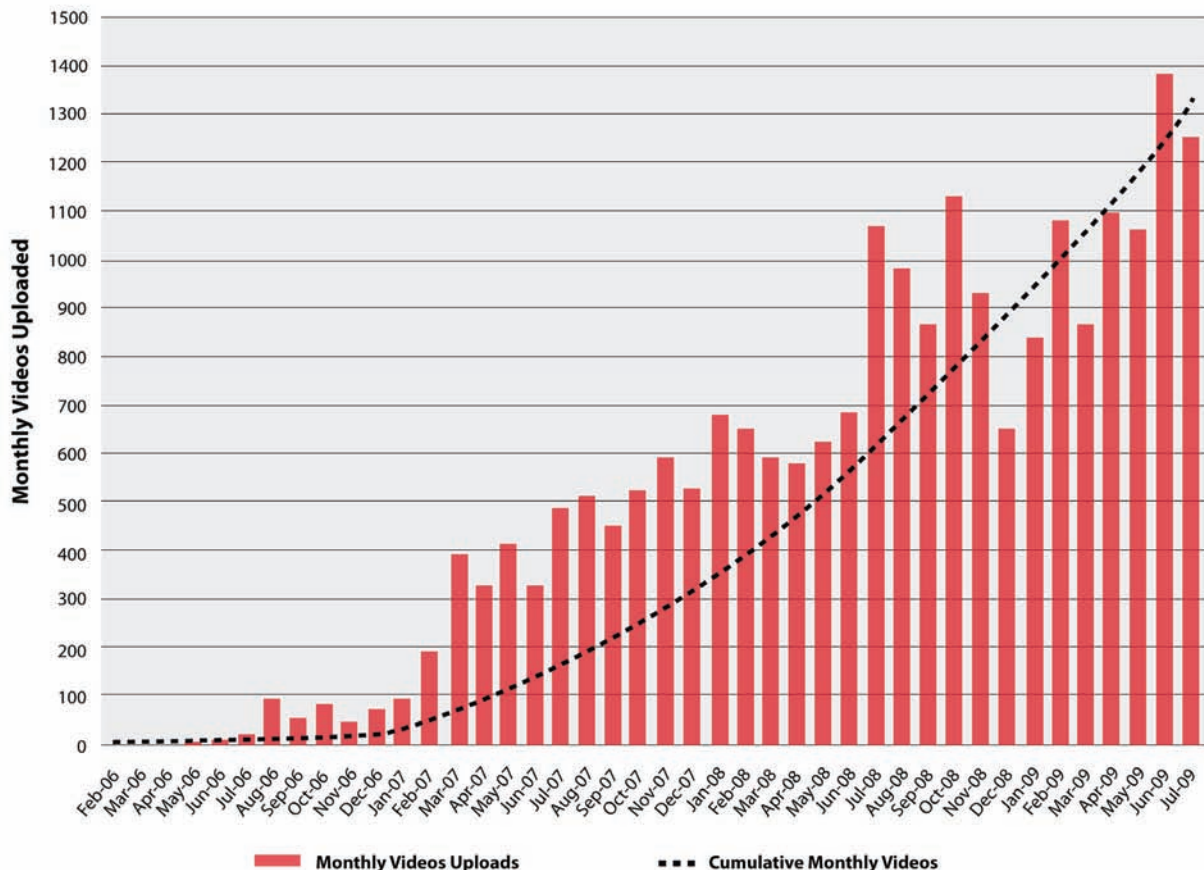
Is video the new photo in real estate marketing? Not yet, but the use of video by real estate professionals and companies is up 95% in the first half of 2009 relative to the same time period in 2008 indicating a clear path to a tipping point.

We're very excited about the opportunity to publish the real estate industry's first formal report on video. It's been a long, challenging road for full motion video in real estate, but our team loves a long, steep, uphill. Why else would we live and work in Colorado? Enjoy the report, expect more formal reviews of this sort, and believe me when I say that WellcomeMat (and video) are about to reach the downhill.

Christian Sterner
Co-founder, WellcomeMat

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Slide 1: illustrates total monthly upload volume since the beginning of WellcomeMat history and shows clear acceleration in the adoption of video.



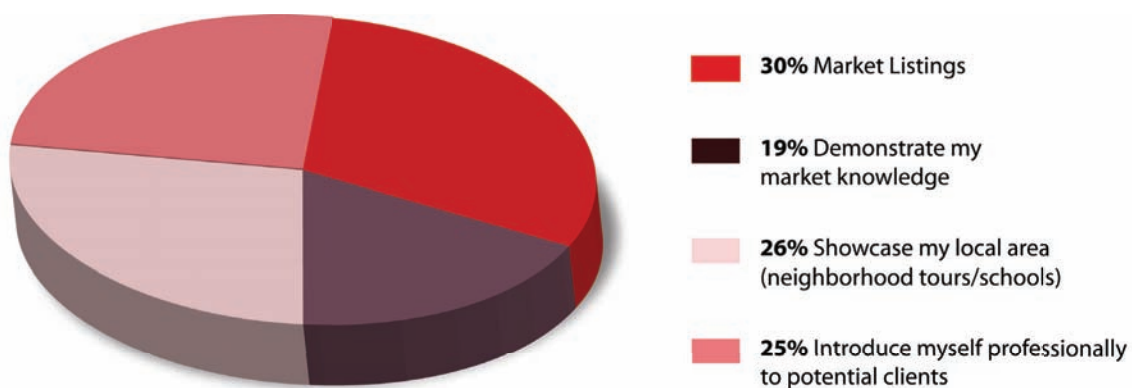
VIDEO: WHAT PRODUCT ARE YOU SELLING?

For a long while, WellcomeMat's team operated under the pretense that the product being sold in real estate listing videos were the properties themselves. As backup of this idea, one third of real estate agents and brokers that recently took our survey stated that video is best used to market listings. But separately, and perhaps more importantly, nine out of ten respondents answered that "video improves their ability to win listings over competing agents/brokers" indicating a clear trend towards using video as a differentiation tool.

Agents, brokers and brands are the products being sold within real estate videos.

Real estate video has proven to be beneficial to all parties involved: buyers love visiting properties before showing up in person. Homeowners clearly state that they love not having to uproot their families every time a mud-footed home hunter wants to do a walk through. And, most consistently, video is demonstrating itself as the most powerful tool for agents, brokers and firms to establish their brand and win new business.

Slide 2: illustrates what brokers/agents currently see as the best areas to utilize video in order to establish distinguish themselves from the competition.

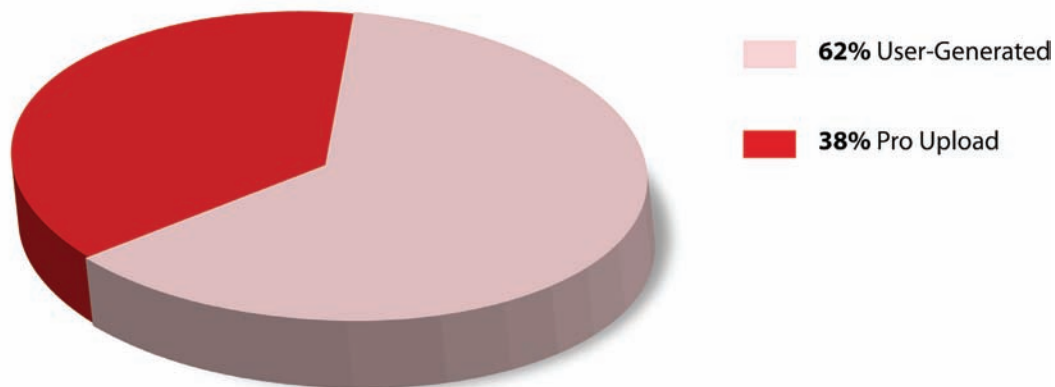


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THE CLASSIC QUESTION: DO IT YOURSELF OR HIRE A PRO?

Historically, WellcomeMat had a 5:1 ratio between professionally produced videos and agent/broker created videos respectively. More than two thirds of agents/brokers that participated in our survey stated that they have already hired a videographer or have considered it. However, the ratio of professionally produced videos vs. DIY (do-it-yourself) videos is not reflective of these statistics. For better or worse, six out of every ten videos being uploaded to WellcomeMat are posted by members other than those listed as Filmmakers/Videographers. Due in part to technological advances such as the Flip video camera, the speed/power of computers, and more broadband connections, we are clearly seeing a trend towards agents and brokers producing their own video content.

Slide 3 Christian: Slide 3 illustrates the number (as a percentage) of do-it-yourself uploads versus uploads occurring via video production companies.



[Download Chart](#) ↓

The above statistics could be viewed as good or bad (opinions vary wildly). It seems that the primary question dictating DIY video versus hiring professional help is as follows:

Is the goal of a video to win new business, to serve buyers/renters or both?

If using video as a business-generating tool in listing presentations, an agent or broker either has to be great at producing genuine videos, or one could strongly argue that shooting one's own video will do more harm than good. However, many agents, brokers and property managers justify DIY video purely as a means by which to serve buyers and renters, whom want the most information and transparency possible in their hunt.

WELLCOMEMAT'S PREDICTIONS: DO IT YOURSELF OR HIRE A PRO? (CONTINUED)

Overall, the quality of real estate videos is going to get worse before it will inevitably improve. The technical hurdles that have long been harped on by video's detractors are falling at an accelerated rate; we now live in a world where videos can be uploaded straight from mobile devices and distributed to multiple websites.

Videos are now easier to post to the web than photos have traditionally been.

As video becomes easier, and more convenient for industry professionals to produce their own videos, we can expect the following to occur:

- Brokers will become increasingly uneasy about their team members attaching their brand to user-generated videos.
- Real estate brands will further harness their role as publishers of real estate news and information to center themselves as an information source for real estate consumers. They will produce videos that will be published via traditional media outlets that have less and less resources to report real estate news themselves.
- Production teams will find ways to offer more affordable video products via technical innovation, competition and through the realization of "specialization" within the production process.
- "Jack of all trades" producers will inevitably lose out to teams that effectively partition video production into its rightful parts (lighting/footage capture, post production, web platform/systems).

All of the aforementioned points play in favor of professionally-produced video. There is a clear need for higher quality content and the content itself is becoming more affordable. But, the transition to pro-level video is clearly taking time and, in the meantime, quantity will win over quality.

CONCLUSION

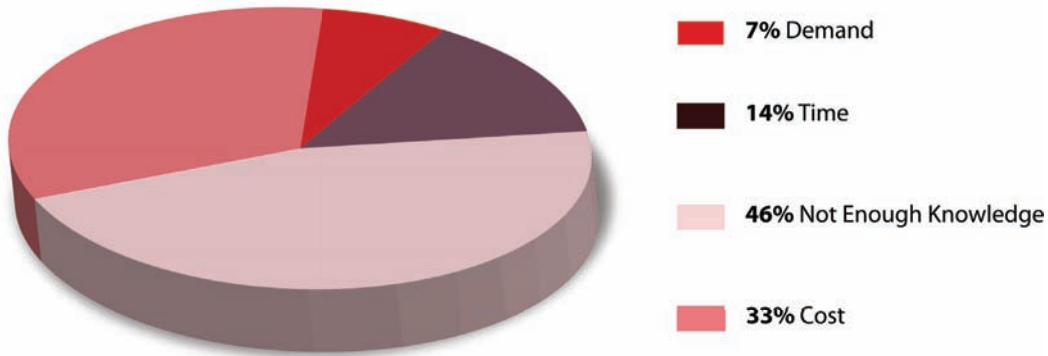
Videos haven't yet replaced photos in real estate marketing, but the numbers clearly tell the story of the real estate industry's intent on utilizing video to strengthen their brand by improving the consumer experience. As distribution opportunities unique to video become more readily available to real estate professionals, teams and brands, the adoption of video will pick up pace rapidly. Video's acceleration is already underway.

Our sincerest thank you to all participants that contributed by taking our survey, spending time with us personally, and pushing the real estate video grass roots movement.

- Team WellcomeMat

ADDITIONAL SURVEY RESULTS

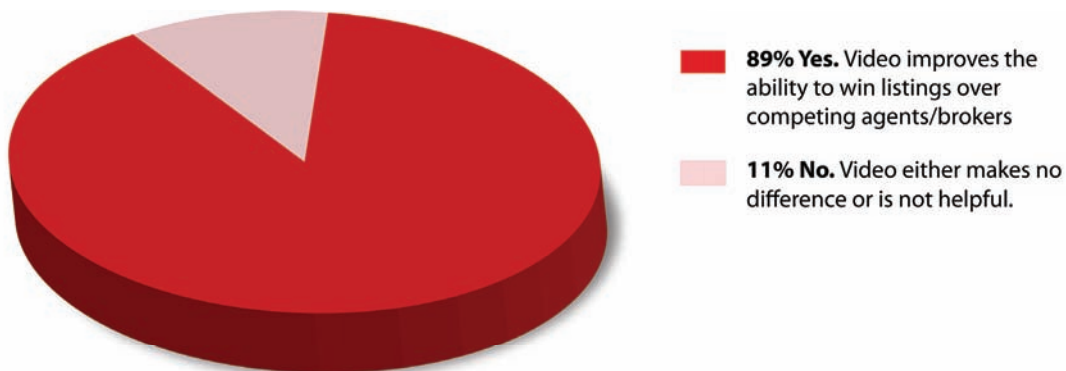
What is the #1 largest hurdle facing real estate professionals in regards to the use of video?



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#1 - Solution: specialized third party video platforms simplify the process of content creation/project fulfillment, distribution, reporting and automated integration of branded video into websites.

Do you believe that video improves your ability to win listings over competing agents/brokers?

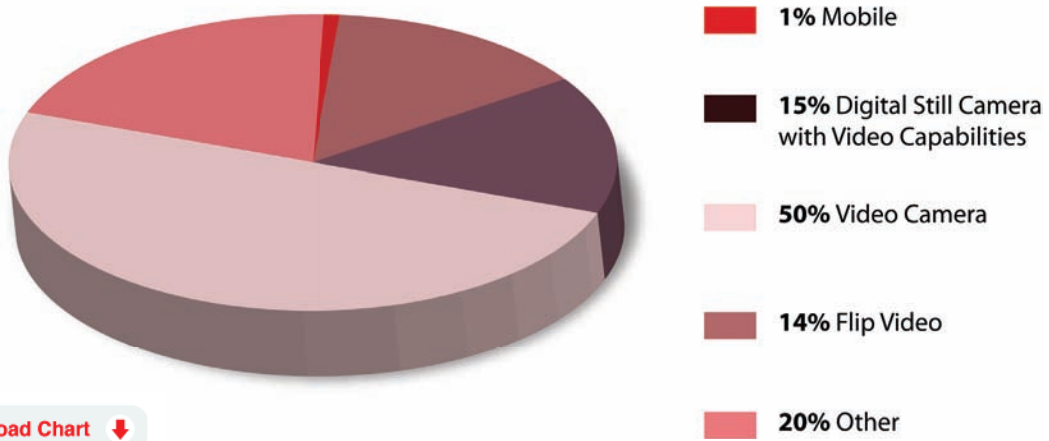


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#2 - Conclusion: video strengthens one's brand in the eyes of the consumer, and positions professionals as masters of the real estate ceremony.

ADDITIONAL SURVEY RESULTS (CONTINUED)

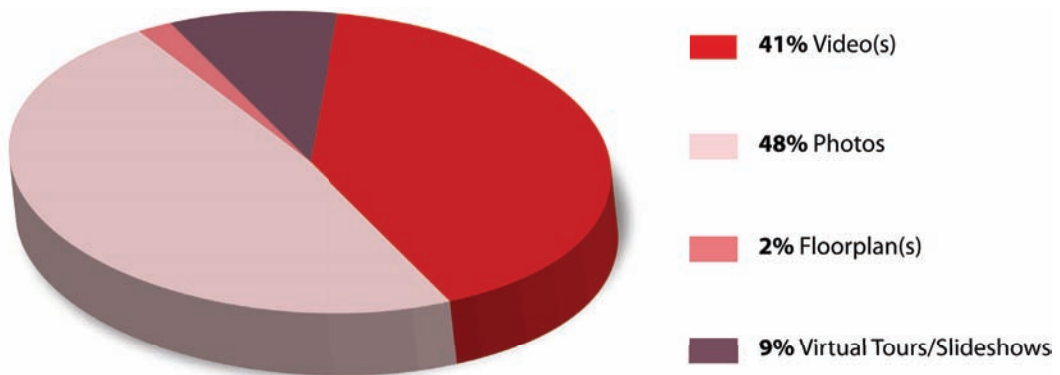
If you are shooting your own videos, what type of camera/camcorder are you using?



[Download Chart](#) ↓

#3 - Conclusion: as technology evolves, new advances are breaking down the walls and continually making DIY video easier. Expect mobile video to explode from it's 1% position.

When searching for real estate information, consumers value which of the following the most?



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#4 - Conclusion: video rapidly catching up to photos as the most sought after media in real estate search.



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ABOUT WELLCOMEMAT

WellcomeMat is the video platform to publish and distribute hyper-local video content and is best known as the leader in real estate video. With over 13,000 real estate professionals, filmmakers and A-list real estate firms using our platform, WellcomeMat represents a great home for video beginners, novices and experts. Our team provides all the resources, support and technology that real estate companies need to publish, brand and distribute videos of listings, neighborhood tours, market/news segments, school tours etc. The end result is superior marketing where it's most needed: the web.

Learn how WellcomeMat's turn key video management platform can help you successfully market video on your brokerage website. [Contact us today](#) and a member of our team will be in touch within 24-48 hours.

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