

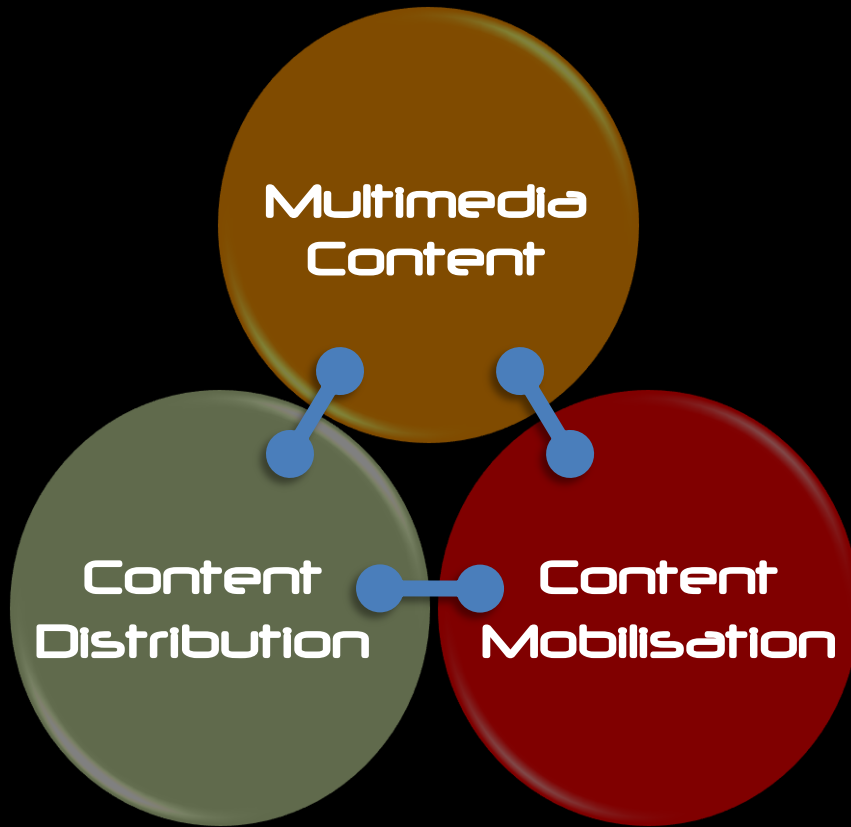


Multimedia Services for Property Companies

This document highlights the unique multimedia and video services that are offered to Property Companies

SOLUTIONCHANNELS

Factors for consideration...



Capturing the Audience's attention using multimedia – across all channels and on any device

Property Companies operate in a highly competitive market. It is essential to provide a differentiated service for both buyers and sellers. Buyers and sellers alike are looking for real value-add from the Property Agent and the most powerful way to achieve this is to use multimedia and video.

To gain maximum audience exposure, and marketing impact, there are 3 key elements to consider:

- **Multimedia** Content
The Multimedia Content (video) needs to be engaging, informative, relevant and impactful.
- **Mobilisation** of the Multimedia Content
Your audience needs to be able to access the property videos from any device (Mobile, PC and Smartphone)
- **Distribution** of the Multimedia Content
You need to reach your audience across all available communication platforms – SMS Text messaging, Email and Website

Above all the service must be simple to use.

Multimedia Production for the Properties

Multimedia Content



On-site Video

For special properties, we can create a video tour.

This service includes:

a professional presenter or Voiceover with a music track



Photos and Images

For most properties we will take a series of photographs and create a mini 'video', or, alternatively, you can supply the photographs.

We animate the images, creating movement and add a voiceover and music track



Voice over

As a part of our service we will source and record professional voiceover artists to present the property videos.

Additional images & graphics

If you wish, we can add graphics, like floor plans and/or maps to the videos and of course we'll add your logo and a call to action at the end.

Live Film

Photography

Voice Over

Images

Presenters

Accessing Property Videos from anywhere!

Content Mobilisation



FOR SALE

Text 'RN52' to 60365

Mobilisation Service

Using our advance content mobilisation service, all property videos can be accessed from any device – PC, Mac and MOBILE.

This means that buyers can receive & watch property videos on any device that they choose - mobiles (iPhone, Blackberry, etc) and PCs.

Property Companies can deliver videos into the hands of buyers quickly – and hence accelerate sales.

Videos direct to the buyer's mobiles (via SMS text messages)

We can place an SMS short-code on the For Sale sign of each property. This exciting and unique service enables interested buyers to get the property details sent directly to their mobile phones.

Interested buyers would send a text to the short-code number and we automatically reply with a text that contains a link to the property video.

In this way the buyer immediately has the details of the property directly at the point of sale.

Furthermore the text message (containing the link to the property video) can be forwarded on to others – business colleagues, friends and family.

Distributing the Property Videos



Post your property videos everywhere!



We provide a comprehensive service that enables you to distribute the property videos across all available marketing channels.

The property videos can be used as follows:

1. On your website
2. In your electronic newsletters
3. On your Social Media pages (facebook, Twitter, LinkedIn etc)
4. On 'For Sale' signage
5. On other websites – such as 'RightMove' etc

Distributing the property videos for you



SMS

We can distribute the property videos for you.

For example, potential buyers on your mailing list can receive the links to suitable property videos - either via email or sms text message

We can manage this process for you if required.

Email

SMS Text

Websites

Social Media

Newsletters