

# Learn the Positive Effects Video = Ten Thousand Words

It seems the latest innovation in doing business as a property manager is now using video technology. This would include making videos, producing videos, and promoting videos. In this new age of constant video presence from television, movies, and internet – video has become one of the biggest tools in conducting our day-to-day business. For some users, this can take several forms, including everything from the basic Virtual Tour, to the 45-minute move-out video conducted when a tenant vacates, to the video blogs that can garner great search engine exposure.

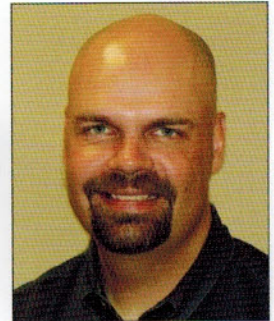
I would not claim to be the trendsetter in any video-age technology, but I can remember back to 2008, when asked by a fellow real estate broker if I was interested in talking to a Virtual Tour vendor. You know the kind of tours I am talking about – the ones that play awful music in the background while they pan through still shot pictures. I simply told him, “no thanks” as I was filming videos with a cheap, clunky video camera, and posting my homes for sale or rent on YouTube – for FREE! I would put the YouTube link into our multiple listing service just like the Virtual Tour vendor was doing, except for zero cost.

big share of how people gather information. If a picture is worth a thousand words, then video must be worth ten thousand words!

From the feedback we get from our clients, both owners and tenants, I can pass along that we get a lot of positive comments about the ability to add this technology into our services. We hear it not only from owners, but from a lot of our tenants as well, especially when they are looking for homes at a distance. Tenants have come into our office telling us they clicked on two or three of our pictures (out of 25) and then went straight to the videos to see our homes. It has become apparent to us that when consumers are given a choice, video always wins!

There are a lot of positive effects to incorporating video into your business practices.

1. Video Tours posted online when marketing a home, reduce unnecessary showings. One can only imagine the screening process coming down to one question. “Have you watched the online video of the home yet?” If not, send them there first.
2. Applications can come in sight unseen. We see it all the time in our market with the strong military pres-



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The reaction I received reminded me of the days when the world was switching from film photography to digital photography. No one could grasp the difference between the now outdated Virtual Tour to the smartest thing since sliced bread – the Video Tour! People’s reactions were somewhat the same when they learned you could shoot one thousand pictures on a single camera, and never have to change film, develop film, or deal with hard copy photos ever again.

Digital photography was the newest innovation 15 to 20 years ago and it has now become commonplace in our industry. Most people cannot even begin to know how to work with still photography any longer, other than scanning a copy of that picture – making it just like any other digital photo. Much like this technology evolved into the digital era – video will be taking over a

ence. Most of the homes we manage are modern homes, where applicants will see the pictures, see the video, do their homework regarding local schools, and then apply for the home from out of state, or even out of the country. **DISCLAIMER:** Yes, we have a sight unseen waiver that we use. I can just imagine some readers cringing and telling us we are doing things all wrong by doing this!

3. The video serves as a record of what the home looks like today – good or bad. This can be used as a benchmark when comparing move-in and move-out condition forms for the home, even years down the road when the tenant vacates. Security deposit battles can often be deterred or defeated by having strong video evidence. This video evidence is also

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