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55 YEARS

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Residential Properties celebrates 500 videos

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Residential Properties Ltd. (RPL) celebrated the completion of its 500th real estate video, providing consumers with guided tours for properties of all types and price ranges.

"We are proud to be the only privately owned brokerage with a full-time, in-house video department," said RPL president and CEO Sally Lapides. "We understand that video is an essential element in marketing homes and that we have a responsibility to provide this service to all of our clients."

Unlike a virtual tour or a floor plan, video showcases a lifestyle and incorporates community footage to give consumers a better feel for what it would actually be like to live in a particular home. If a picture is truly worth a thousand words, then one minute of video would be equal to 1.8 million words, or 3,600 web pages of text.

Recent research has shown that 85% of buyers and sellers want an agent who offers video marketing, however, only 15% of all agents actually have a video presence. Furthermore, a recently released study by Domain.com found that video increased listing inquiries by over 400%, meaning that properties listed with video generated more than four times the number of quality leads.

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