

THE FUTURE LEADS TO VIDEO!

Technology is progressing faster than ever, and Surface 400 wants to help you take advantage of where it is headed. In the world of online real estate marketing that direction is video! Here's why:

1. **FASTER INTERNET.** Internet speeds have now reached a point where watching perfect HD video online is common place. Between 2011 and 2014 US internet service providers tripled internet speeds to meet the demand of online video streaming from companies such as Netflix, Hulu, and YouTube. Today over 60% of internet traffic comes from video, which is expected to increase to 80% by 2019. The transition to video has already begun!
2. **INDUSTRY PROGRESSION.** For the last 20 years internet speed has dictated the format of real estate marketing. In 1995, with the advent of the internet, MLS listings became accessible to realtors online. Access expanded to the public in 2000 with the creation of IDX. But it wasn't until around 2007 when internet speeds and real estate search engines improved that multiple photographs began to be transmitted as well. In 2009 4G networks and real estate phone apps emerged, and the resolution of photographs increased. Since internet speeds have increased even further, video is the inevitable next step.
3. **MARKET TREND.** More and more buyers are researching listings online before ever talking to a realtor. The National Association of Realtors reported that 43% of buyers first find the house they purchase online, and 94% of buyers search online at some point during the buying process. Of them, 83% find photos useful, and 40% look to virtual tours. Given that 68% of first time home buyers are now Millennials, these figures will undoubtedly increase, as will buyers' expectations for high quality visual presentations. Poor online imagery can be all the reason a buyer needs to disregard a property forever!
4. **VIDEO OFFERS MORE.** Buyers look to photography as the final step in filtering properties that meet their search requirements. But does photography communicate as much as a video? NO! A video better illustrates a property's proportions, circulation, intimacy, and relationship to the neighborhood. A video captures the architectural experience! If a picture is worth a 1,000 words, a video is worth 10,000!
5. **DRONE VIDEO.** Aerial video adds an enticing element of excitement and drama to a property video. There is no better way to present the relationship of a structure to its surroundings than aerial video!

