

ON THE MOVE

Are home videos a fad?

By Leslie Mann

Contributed to the Crier



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As I waited in line at the café the other day, I ran into a friendly competitor, who felt compelled to share some advice: "Don't waste your money on home videos," he whispered. "They're just a fad." He's not alone in his belief. I was surprised to find that nearly 80 percent of current listings in town do not use home videos. But I beg to differ with my friend for a few reasons.

Home videos increase the chances of a home being found by a potential buyer. There are nearly 1,000 single-family homes for sale today in the Metrowest alone, so capturing a buyer's attention can be a challenge. Web sites with video are actually 50 times more likely to appear on the first page of Google search results, meaning homes marketed with video are more likely to be found by potential buyers.

Homebuyers value video. According to Pew Research, 52 percent of adults in the U.S. watch videos online. And they're not just watching fun pet videos. Surprisingly, a significant percentage of homebuyers actually turn to sites like YouTube before they even visit Realtor.com. Knowing that they're likely to find an array of authentic "homegrown" content and professional video, many homebuyers like to peruse sites like YouTube to get a real sense of a community of interest.

Video is great for relocating homebuyers. The Boston area is the eighth most popular destination for relocating professionals, and one of the top three most desirable U.S. cities for foreign real estate investors. Many buyers who are shopping from afar have a short window of time to settle on the right place and find video a great way to get a feel for an area before their visit. Video is a great way to introduce them to what makes Hopkinton so special.

Do you have a real estate question? Write to our real estate blogger Leslie Mann, c/o Hopkinton Crier, 33 New York Ave, Framingham, MA 01701 or realestatequeries@yahoo.com. She'd be glad to answer your confidential questions here. Follow her at <http://blogs.wickedlocal.com/onthemove>.

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¹ Forrester Research

² Association of Foreign Investors in Real Estate