

# Powerful Marketing Weapons

**BlueLaVaMedia helps you attract a Worldwide Audience!**  
**Using the Internet and our powerful marketing tools will deliver results.**



## Win More Listings!

With increased competition, market instability and tech-savvy clients, the bar for marketing a home has been raised. Those agents who understand that they must offer something truly unique and valuable to their sellers are closing more listings with BlueLaVaMedia services. The BlueLaVaMedia 360 interactive virtual tour is fully loaded with features such as maps, local school and city information, floor plans, brochures, videos, music, professionally voiced audio, scene by scene text, agent banner, photo, email, website link, on demand stats and much more!



## Attract More Buyers!

80% of buyers use the internet to search for a home. In addition, 71% of all home buyers mentioned the yard sign as an important source of information. A BlueLaVaMedia PanoRider combines the exposure of the yard sign with the exposure of the Internet! By using a single property website to showcase your listing's virtual tour, the buyer gets exactly what they were looking for fast. Don't worry about losing a lead as your branding and contact information is on display and acts like a portable version of your website linking directly back to you. On average 49% more leads were produced with the combined use of a virtual tour, PanoRider and single property website. PanoRiders are an easy and affordable way to market yourself and your listing both on and off!




## Surpass Your Competition!

In today's market it's more important than ever to differentiate yourself from the competition by offering unique services that add value for your sellers. Show your clients that you are a property marketing expert by using tech-savvy sales tools like the BlueLaVaMedia Exposure Engine. When you add our Exposure Engine to your virtual tour we will distribute your virtual tour AND your listings to Google Base, Craigslist, YouTube, Trulia, Zillow, Front Door, Aol Video, Facebook, Lycos, Local, Hot Pads, Vast, Google Video, Properazzi, Dot Homes and more! Add a submission to Realtor.com and your virtual tour will go to 83 other national portal sites. That's the kind of exposure that makes a lasting impression!

**Referral Story**  
 71 Fourth Street  
 PO Box 425  
 Suttons Bay, MI 49682  
 (231) 271-6161  
 Email | Website

**Tour Activity Report**

**Summary:** 12/26/2007 02:54:52 PM [Update Your Report](#)



407 North Twin Pines  
 Lake Leelanau, MI 49684  
 Tour # RE-2048-000704  
 MLS # 1685957  
 Price: \$ 895,000

[View Tour](#) [Email to Friend](#)

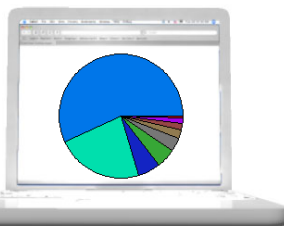
**Weekly Activity Report**  
 The past seven days traffic

Day	Date	Hits
Wednesday	12/26	3
Tuesday	12/25	2
Monday	12/24	1
Sunday	12/23	1
Saturday	12/22	5
Friday	12/21	5
Thursday	12/20	40
Total Hits		62

**Traffic From Referring Sites**

Links to your tour (top 9)

Incoming Site	Hits	%
realtourvision.com	78	56.9
unknown	31	23.6
realtor.com	8	6.6
jbatacy.com	7	5.1
tear.com	5	3.6
postlets.com	3	2.2
mihomesearcher.com	2	1.5
cbachmidt.com	2	1.5
homes.com	1	0.7
Total	137	



**Track Your Progress!**

Now that you have distributed your virtual tour properly, you and your clients will love watching your weekly traffic reports come in. The weekly reports are automatically sent directly to you from our hit tracking system. Hit statistic reports show what referring websites your virtual tour views are coming from and also display which scenes from within the 360 tours are being viewed the most. Our detailed reporting system also allows you to run on demand reports by clicking a secret button at the bottom of your tour too. These weekly hit reports will keep everyone involved up to date and able to monitor where marketing dollars and efforts pay off the most.

**Generate More Referrals!**

BlueLaVaMedia has the kind of powerful marketing tools that keep working for you years after a closing. When you use tools that make it easy for your clients to tell others about you, you can sit back and watch your referrals skyrocket! Our CD's and unique closing gifts do just that. Create a complete marketing program for your sellers and they will spread the word about your unique ideas. The seller's friends, neighbors and family will have the right impression about your professionalism and use of cutting edge technology.



We all know that technology improves upon our ability to communicate faster. Time is saved when online shoppers are given audio and visual aids to help through the purchase process. Our powerful marketing tools and technology enable you to reach out to more prospects and leave a lasting impression that gets you steady referrals. We are so confident you will find our services and marketing tools unique and effective that you will forever change the way you market yourself online after using us just once. With over 80% of the shoppers using the internet for initial research, the time to take advantage of our powerful marketing tools is now more important than ever.

Visit us online for a full rundown of our products and services: You will love our fast response time and affordable pricing!  
[www.BlueLaVaMedia.com](http://www.BlueLaVaMedia.com) Toll Free: 877-941-8687

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