

## Real Estate Professionals Find Unique Way to Market Listings in Difficult Market

Real Estate Professionals are now turning to YouTube for a unique way to market their listings. YouTube gives Real Estate Professionals unprecedented access to the largest home buying market segment—Generation X and Generation Y—who have now bypassed the Baby Boomer generation as the largest home buying market segment, according to a recent National Association of REALTORS® panel on marketing practices. This segment maps well to the YouTube target audience.

Posting real estate videos on YouTube not only exposes the agent and property to this highly coveted market segment, it can also improve the placement of the listing within Google search results, the most popular search engine in the world, creating a greater likelihood of reaching potential buyers.

“With over 87% of home buyers beginning their searches on the Internet, finding new and unique ways to promote listings online is imperative in today’s market,” said Maia Tihista, Vice President of Marketing for VHT. “Surveys have shown that video enhances the perceived value of a home by nearly 6%. When coupling a high-quality video with more online exposure, you have the most advantageous scenario for reaching and attracting real estate buyers.”

To view real estate videos on YouTube, go to  
[www.youtube.com/VHTStudios](http://www.youtube.com/VHTStudios).

