

ONLINE VIDEO: THE FUTURE OF REAL ESTATE



Through the use of dynamic IP lookup consumers are provided with local results as soon as they hit the site.

Coldwell Banker is the first in the industry to put the full power of its brand and network behind a tool that represents the future of real estate—the video listing.

YouTube™ is the first place most consumers go today when looking for video content online. Consumers are increasingly turning to YouTube™ for much more than entertainment. YouTube™ is now the world's second largest search engine, trailing only Google™.

Many consumers now search YouTube™ for content related to practical information they need—including when they want to find out more about a specific area or town.

To create On Location, Coldwell Banker worked with YouTube™ to develop a totally customized framework and experience. The custom experience enables a consumer to find out more about the local areas and real estate issues that matter most to them.