









## 7 Reasons Realtors Should Have an Audio/Video Real Estate Podcast...

There are many compelling business reasons that Real Estate Agents & Brokers should be embracing Real Estate Podcasting technology... See how this Real Estate Marketing & Communication technology will set you apart...

-  **Audio Podcasts:** Sharing unique and value added audio content can be very compelling. Think of it as having your own radio show where your target market, prospects and clients can automatically receive your shows on their computer, iPod, Cell phone, etc...
  
-  **Video Podcasts:** Video Virtual home tours or interviews, testimonials, etc... Your Prospects, Clients and Online visitors will be blown away.
  
-  **RSS Communication:** Users will automatically receive your Podcast show content when you make a new podcast post with audio or video.
  
-  **Mobile Media:** Imagine being able to have any of your properties (or many other listings) instantly available to show any prospect on your cell phone, iPod, Treo, Laptop, etc...
  
-  **Increased Search Engine Traffic:** Having a podcast will help you to attain higher search engine rankings. The major search engines such as Google MSN & Yahoo are looking for podcast content to display.
  
-  **Lead Generation Tool:** After seeing your audio or video podcast online users will be compelled to contact you since you are presenting leading

edge knowledge of technology in how you can list & sell their property. You will be immediately notified when you have a new lead.

 **Differentiator that will help you close listing prospects:** Show a potential listing client the video podcast of a property that you have listed and sold and they will be very impressed. You can instantly show them the podcast on a Video iPod or Your Cell Phone such as a Treo.

 **P.S.** Users do not need an iPod to see these Video or Audio podcasts. They can watch them right on their desktop on your website.

Learn more about how real estate agents and brokers can effectively use Real Estate Podcasting Technology to increase their business.

[www.realestatebuzzbox.com](http://www.realestatebuzzbox.com)

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## The Real Buzz



You can become educated quickly about this technology and other real estate 2.0 marketing technologies that will set you ahead of other agents by listening and watching our Real Estate Podcast online:



**The Real Buzz: Marketing Podcast for Agents.**  
[www.marketing.realestatebuzzbox.com](http://www.marketing.realestatebuzzbox.com)

Over 80% of real estate buyers begin their search online. See why our cutting edge online real estate marketing tools and services get you *found* in the search engines and get you results. Period.

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