

Press Release

For Immediate Release

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Merkley Marketing Group offers realtors and industry professionals an economical marketing tool with VestaVu.com

Jacksonville, Florida – Merkley Marketing Group, a Jacksonville based internet solutions provider, today announced a reseller agreement with VestaVu LLC. VestaVu.com is a new, web-based service that offers real estate professionals a cost effective and professional way to create virtual tours and associated marketing materials for their listings.

Built in conjunction with DiscoverTec, the VestaVu application uses professionally designed templates to create virtual tours and flyers online in less than 30 minutes. Merkley Marketing Group President Joe Merkley expects the service will find a very receptive audience among realtors and developers who are looking for ways to create high-quality marketing materials for their listings without the high-end price tag: “Agents are currently paying up to \$200 to have a professional virtual tour produced for each home listing,” Merkley said. “With the VestaVu system, an agent can create unlimited tours for less than \$200 per year, along with professional flyers and online distribution to prospective buyers.”

Agents subscribe to the service and simply upload digital photos of their listing and add information about the property to create a virtual tour and flyer. Animation effects, background music, and customizable descriptions of listing features are also available. Subscribers receive a link to a branded and unbranded virtual tour that can be easily forwarded to potential buyers and other agents. With the click of a button the tour can also be uploaded to social media applications like Facebook and Twitter, posted on Realtor.com, and be embedded on the agent’s blog or website.

The VestaVu virtual player allows prospective buyers to playback a virtual tour of the property with music, view individual photos, read property details, and download any documents or property flyers. The tour can be sent to friends and posted on various social networks. Prospective buyers can view a detailed location map through a Bing map feature.

“With over 80 percent of property searches taking place on line, the VestaVu system is the perfect one-stop marketing site for today’s real estate and developer professional,” Merkley said. “While the VestaVu system was created with real estate agents in mind, it also offers a very economical marketing solution for custom builders and other real estate professionals as well.”

The VestaVu virtual tour system was developed using the Microsoft Silverlight delivery platform. Silverlight, a browser plug-in, helps companies design and deliver applications at maximum speeds across the Internet. The Silverlight download installs in seconds, providing a new class of rich, secure and scalable cross-platform experience.

For more information about the VestaVu system service, visit www.vestavu.com.

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