



PRESS RELEASE

For Immediate Release

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Realtors, Builders have low-cost marketing option with VestaVu.com

Jacksonville, Florida — A Jacksonville-based company has introduced a new Internet-based service that offers real estate professionals an efficient, low cost way to create marketing materials for their home listings.

VestaVu, built in conjunction with DiscoverTec, uses templates to create virtual tours and flyers on line in less than 30 minutes. VestaVu Chief Technology Officer Al Tomasetti expects the service will find a receptive audience among realtors 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,” Tomasetti said. “With VestaVu, an agent can create unlimited tours for even less than \$200, along with all the other flyers and marketing materials they need.”

To use the service, agents pay to subscribe at www.vestvu.com and simply upload digital photos of their listing, select information about property from drop-down menus. Animation effects, background music and customizable descriptions of listing features are also available. Subscribers receive a link to the virtual tour that can be easily forwarded to potential buyers and other agents. The tour can also be uploaded to social media applications like Facebook and Twitter and embedded on the agent’s blog or website.

“With over 80 percent of property searches taking place on line, VestaVu is the perfect one-stop-marketing site for today’s real estate professional,” Tomasetti said. “While we created VestaVu with agents in mind, it certainly offers low-cost marketing opportunities for custom builders and others in real estate professions as well.”

The virtual player allows the viewers to playback a photo tour of the property with music, select and view individual photos, read details about the property amenities, download any documents or flyers, forward the tour to friends or post it on social networks, and view a detailed location map through a Bing map feature. The VestaVu virtual tour system was created using the Microsoft Silverlight delivery platform. Silverlight is a browser plug-in that helps companies design and deliver applications at maximum speeds across the Web. The Silverlight download installs in seconds, enabling a new class of rich, secure and scalable cross-platform experiences.

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

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