

NAR Strategic Alliance with AgentCasts Brings Real Estate Video Benefits to REALTORS®

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As more and more consumers begin their home search online, Realtors® are expanding and enhancing their Web technology services to help both buyers and sellers achieve their real estate goals. According to the 2007 NAR Profile of Home Buyers and Sellers, more than eight out of 10 recent buyers used the Internet last year to look for a home, and 90 percent of those people reported that virtual tours were "very" or "somewhat" useful in their search.

"Realtors® are industry innovators, and many of them have embraced new technologies that help them better serve their clients," said Bob Goldberg, NAR senior vice president of marketing, business development and commercial services. "The video production and virtual tour services offered by AgentCasts will help our members position their clients'™ homes for sale, attract serious buyers and effectively market their services."

As part of the partnership agreement, AgentCasts will provide Realtors® a range of services at reduced costs, including photo-based video tours, editing and finalization, hosting and distribution, full-motion video tours and agent profile videos.

"AgentCasts is incredibly excited to join NAR's REALTOR Benefits® Program, and we look forward to delivering streamlined real estate video solutions that will help Realtors® succeed," said Dan Dashnaw, president and co-founder of AgentCasts. "Our company leverages the marketing potential of online video for property sellers, and this NAR partnership will help us extend our range of services to a vast, captive and eager audience. This is a truly remarkable moment towards furthering the ubiquity of real estate video, and for Realtors® who want to provide their sellers excellent service within the evolving online marketing world."

To learn more about this special offer for NAR members, visit www.agentcasts.com/nar or call 866/973-8437 and mention discount code NAR.

With vast experience in traditional video, sound and print media production, as well as online distribution and internet optimization products and services, AgentCasts effectively merges

traditional production methods with online production tools and media outlets to deliver a more powerful and effective solution to customers.

NAR's REALTOR Benefits® Program offers practical solutions for Realtors® on the publications, products and services they use every day. The program includes offerings from more than 30 companies recognized as leaders in their respective industries and more than 100 publications and products designed to educate real estate professionals and their clients on topics ranging from legal issues and risk management to business development and marketing.

The National Association of Realtors®, "The Voice for Real Estate," is America's largest trade association, representing 1.3 million members involved in all aspects of the residential and commercial real estate industries.

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