



Why Video is Worth 1.8 Million Words (Swanepoel Technology Report Book 2013)

Stefan Swanepoel, Michael McClure

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Video: The Next Big Thing in Real Estate. YouTube is now the #2 search engine behind only Google, and video is the new normal for almost everything. Both buyers and sellers have endless reasons they like video. Video usage in real estate is expected to grow exponentially in the coming decade as video technology keeps getting cheaper and easier to use.

This eBook forms part of the 2013 Swanepoel Technology Report series. Each eBook is approximately 10 pages long and provides practical hands on tips, tools and action steps of how to use each specific technology product or service in business. Examples and case studies are also provided. Topics covered include: Blogging, Podcasting, Video, Twitter, Digital Footprint, Evernote, Klout, Mobile, Tablets, etc.

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