



property marketing consultants

web: www.vpm.ie

VPM specialise in the production of high quality professional photography, floorplans, virtual tours and property podcasts to the property industry, our team are dedicated to finding creative ways of showcasing a property to its full potential. We have a passion and dedication towards our work so you can be sure you will receive only the best in quality and service every time. Vendors are becoming far more educated in terms of how they would like their property marketed, providing a first class marketing package allows agents to retain a market share despite a challenging environment, whilst assuring the vendor they are getting value for money.

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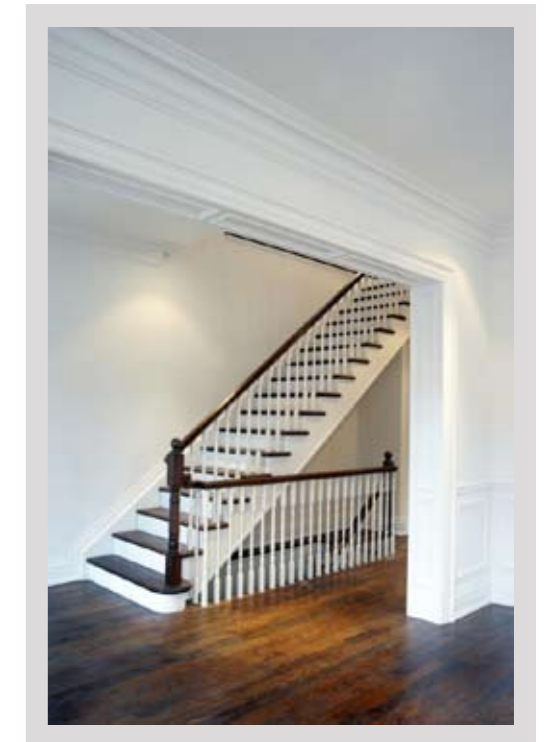
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Photography

Our photographers are all qualified professionals and have considerable experience working as a professional photographer.

Each image is taken with the latest digital camera technology and wide angle lenses which ensure that photographs are shot in ultra high resolution and can be used for glossy magazine printing, all photographs are digitally enhanced for improved lighting and colour to ensure the most pleasing results. Our photographers take pride in finding creative ways to showcase a property to its full potential and when ordered in conjunction with a floorplan or virtual tour a set of quality professional photographs can be extremely cost effective.

We also recognise that our photographers are an extension of your agency and when they visit a property you can be assured that they will be presentable, polite and professional.



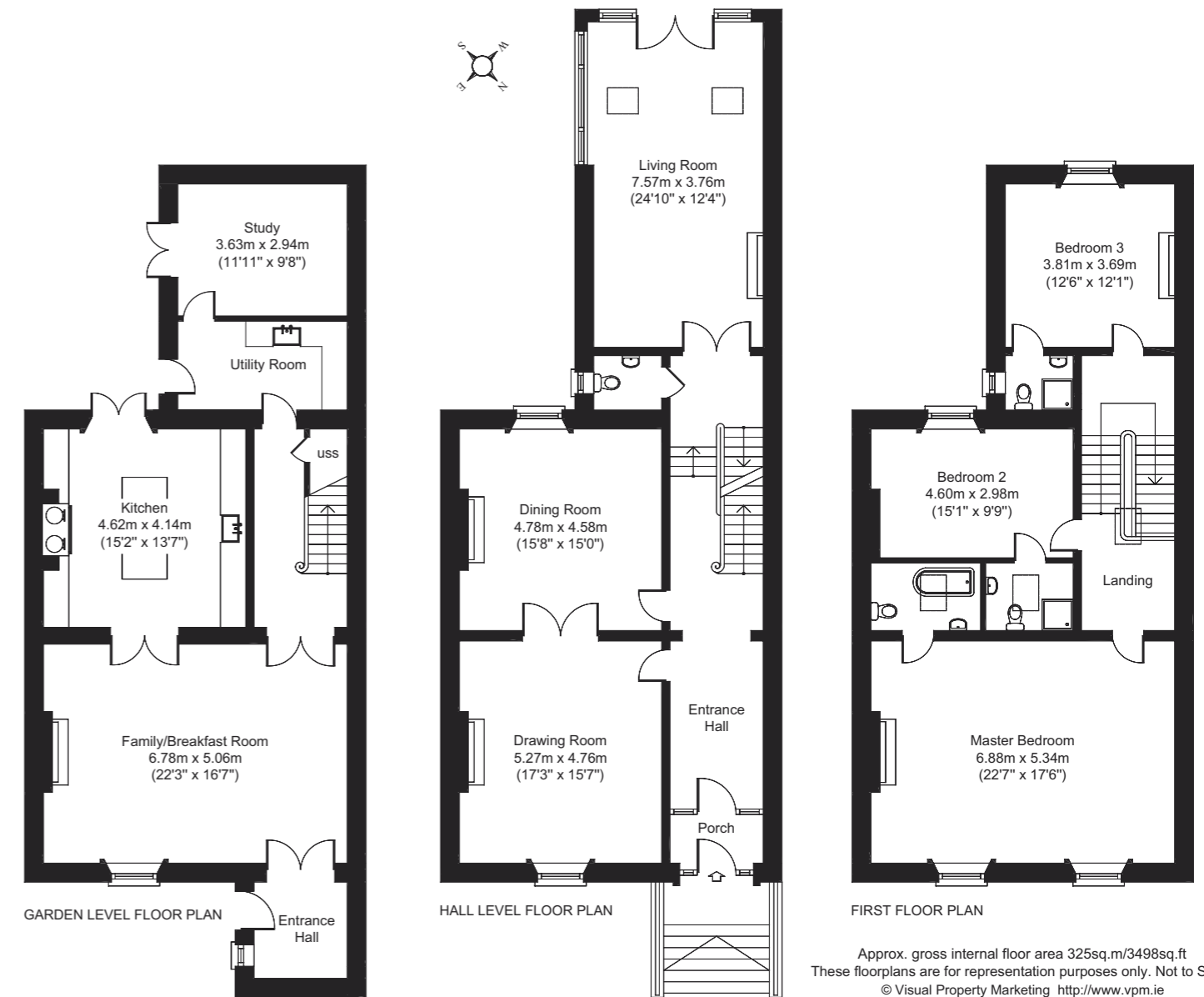
Floorplans

Economy Floorplans

Our economy floorplan service provides a fast, efficient and cost effective way to introduce professional floorplans to your website and property brochures. It involves the estate agent providing us with a rough sketch usually taken on the initial visit to the property. We will provide sketch templates and detailed guidelines to assist in the sketching process. As we do not visit the property ourselves we can offer this service at very economic rates. Our floorplans are drawn to the highest standard using AutoCAD software. We have a 24-hour turnaround on our economy service.

Premium Floorplans

Our premium floorplan service includes a call-out to the property where we take detailed measurements of rooms using a Disto laser to ensure accuracy, structural features and the alignment of windows and doors, we also include special features that will help you sell the property like wood burning stoves, aga cookers, roll top baths etc. We double check all our floorplans to ensure the correct layout throughout a property. Once the order is put through we usually visit the property the following day and return the finished floorplans within 24 hours of visiting the property. All of our floorplans follow guidelines defined by the Society of Chartered Surveyors.



Property Podcasting

What is Property Podcasting?

Property podcasting is a new and innovative way to showcase your property listings, our property podcasts combine a voiceover description and images to create a video property brochure, our podcasts can be viewed online using streaming flash video or can be downloaded to watch on your pc via iTunes or a video capable iPod (or similar device).

How to download a Property Podcast?

One of the unique features of our property podcasts is a subscription service; a podcast subscription allows users to automatically receive video podcasts via an automatic feed to iTunes, internet explorer or through the users preferred podcasting application. If you would rather not subscribe, you can download individual property podcasts direct to iTunes or to your pc by clicking on the video download link.

Here is how it works....

- Send us the photographs and text description for the voiceover - remember when you read it back to yourself, time it, it shouldn't be more than a maximum of 60 seconds.
- You will receive a confirmation email containing the details of your order.
- Your video podcast will be professionally recorded, edited and trans-coded into a 60 second multimedia presentation.
- You will receive an email notifying you when your video podcast is complete.

The advantages of Property Podcasting

- Show potential clients that you are a forward-thinking company utilising new technologies.
- Engaging presentation showcasing the features of your property listing.
- Automatic delivery of new podcasts to subscribers of the subscription service.
- Option to upload your podcast to popular video sharing websites like YouTube, Google Video and Yahoo Video.
- Podcasting can improve your search engine rankings on popular search sites like Google and Yahoo.
- Viewers have the choice of viewing online or downloading to their pc or portable device for later viewing.
- Cost-effective platform for delivering rich media to both potential buyers and sellers.



Virtual Tours

Our distinctive advantage is made possible by using a high-resolution panoramic system manufactured by Panoscan. This unique system creates a high-resolution 360 degree scan with outstanding image quality that surpasses any panoramic camera system on the market. After post-production, these outstanding panoramic images can be used for print or interactive virtual tour presentation (Internet, CD-ROM). Our virtual tour images are delivered in a choice of the popular media player formats: Flash, Java and QuickTime.

Our solutions differ greatly from the warped effect and low resolution that certain other companies provide who use a 'single click panoramic image' system, with our Panoscan digital camera system the warped effect is considerably reduced giving a feeling of the true space being viewed. Our standard tour comes with 5 images and includes a branded viewer with your company identity. We can also incorporate a variety of other additional features such as interactive floor plans which can be used to link each panoramic image and a standalone version is available which can be distributed by email. The quality of our tours are second to none, our photographer takes a series of scans at different exposures to ensure the lighting is perfect in the finished image.



effective visual marketing

