

Video Is Finding Its Way Into Buyer Inspection Reports to Illustrate Issues

Video has been a great listing tool at Golden Real Estate for a decade, but it is finding its way into other aspects of real estate, too. For example, we will often shoot a rough-cut video tour of a listing for an out-of-town buyer who has asked us to preview a property for them.

REAL ESTATE TODAY



By **JIM SMITH**, Realtor®

At a closing last Wednesday, the wife of the out-of-state buyer told me that she saw the listing for the first time in person during the final walk-through. The husband had seen it in person, but she said our narrated video tour was enough for her to agree with her husband to submit an offer.

So, yes, narrated videos like ours are a great listing and selling tool.

But last week, a home inspector came to our office seeking our patronage and said he includes videos in his inspection reports. What a great idea!

I had been so used to getting printed inspection reports (PDFs) that it hadn't occurred to me that reports could include video. But an increasingly common delivery method for inspection reports is to have the report "in the cloud" and provide a link to it. That approach opens up the possibility of having video clips and not just still photos. I will recommend that inspector to a future buyer, but you can be sure that I also got on the phone and shared that idea with the inspectors I've been referring heretofore, some of

them for over a decade.

I've received inspection reports that were in the cloud before, but none of them contained links to video clips, which could really help to illustrate some of the defects which inspectors uncover.

I hope this idea takes off and becomes a standard in the inspection industry. Now that every cell phone and every digital camera has video capability, it would require no additional hardware for an inspector to shoot video instead of still photos when a video would do a better job of illustrating the issue or defect being described.

One of the advantages of videos is that they include sound. It's a great way, for example, to

illustrate an overly noisy fan motor or garage door opener or the sound as well as the motion of water under a plastic vapor barrier.

With narration by the inspector, a video can also provide more context to a problem, such as its location.

Have You Used an iBuyer Firm? Tell Us About Your Experience

Perhaps you have heard about this new trend in real estate. Best known are Zillow Offers and OpenDoor.

I'll be writing about this topic in the near future, and I'd like to hear from readers who have any experience with this new real estate business model.

I already have an example. One of my current sellers (now under contract) entered into a listing agreement with OpenDoor but had second thoughts about it, got out of the agreement and called me to list their home.

I'd like to have more input before I write about this topic.

We Were Voted 'Best Real Estate Company'

Every June, Colorado Community Media, publisher of many weekly newspapers, asks readers to vote for their favorite businesses in a multitude of categories.

We were pleased that the readers of the Golden Transcript voted Golden Real Estate "Best Real Estate Company." Thanks!

Just Listed: Home in Golden's Village at Mountain Ridge



This beautiful 4-bedroom, 4-bathroom home with oversized 3-car garage at **461 White Ash Drive** is nestled against the foothills just west of downtown Golden in the Village at Mountain Ridge. It was just listed by **Kristi Brunel**. Enjoy spectacular views from every window including North/South Table Mountains off the back deck and Mt. Galbraith Open Space Park off your cozy front porch. Featuring an amazing master suite, guest quarters, wet bar and walkout basement, this move-in ready home

just needs your personal touch to make it your forever Golden home! Get more info and take a narrated video tour at www.MountainRidgeHome.com, then come to the **Open House, Sunday, 11 to 2.**

Price Reduced on Westminster Home With Great Views

This 5-BR, 4-bath brick 2-story home at **4029 W. 104th Place in The Windings** is conveniently located near great shopping restaurants, walking trails and lots of open space. Legacy Ridge and Hyland Hills public golf courses, nearby, are top rated. The home is highly efficient with a newer furnace and A/C. The utility bills are low, thanks to its on-demand Rinnai hot water heater and solar panels. The large bright family room has a gas fireplace, vaulted ceilings and skylights. The large covered deck with mountain views is perfect for entertaining. The basement has a large game/TV room, a ¾ bath and a large storage area with built-in closets. The garage is oversized with natural light, a workbench and storage closets. Get more info and take a narrated video tour at www.WestminsterHome.info.



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