



For Sale By iPod - Homegliding, Inc. Uses Iconic Music Player to Help Realtors Sell Homes

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Homegliding, Inc. partners with central PA realtors to provide video virtual tour glide-throughs on iPods, as a means of helping realtors more conveniently present their listed homes.

PR9.NET April 04, 2007 - HERSHEY, PA – If you see a group of adults huddled around a video iPod by the dairy aisle in the grocery store, don't be surprised to learn that they're not watching a recent episode of The Office or the latest music video release. They might just be buying a home from Remax at Hershey's Joe Gallo, Tim Straub of Straub and Associates, or numerous other realtors in Central PA who have partnered up with Homegliding, Inc to put full-motion video tours of their properties in their pockets.

Putting a different spin on virtual tours, Homegliding supplies Central PA realtors with a completely different style of tour – one that enables the viewer to experience the layout of the home, gliding from room to room. This unique experience is achieved by employing technology used in Hollywood for years to smoothly move full-motion video cameras over rough, unpredictable terrain. Homegliding began supplying these tours, filmed with high definition cameras mounted to steadicam rigs, online but quickly realized the added benefit of portability offered by video virtual tours loaded onto an iPod.

"Having the tours available online is obviously still important," stated Homegliding President Eppie Vojt, "but the portability of the iPod adds another dimension for the realtors we work with. We hear all the time that a realtor might meet someone at a soccer game or in the store who mentions that they're looking for a certain type of house that sounds like a great match for one of the realtor's listings. Maybe they hand them a business card or jot down a number, but too often, they never hear from them again."

"What if instead of saying 'There's this great property you should check out, call me,' they said 'There's this great property you should check out. Here, walk through it,' and 3 minutes later, they've toured the house without having to ever leave the game or the store?" asks Vojt. "That's pretty convenient."

Joe Gallo, owner/broker of Remax at Hershey agrees that the convenience of having a full, narrated walking tour of all of his office's properties just a click away has been invaluable.

"The ipod they supplied as part of the package we purchased is a great listing tool," notes Gallo. "No one carries a laptop around, but an ipod is easy to pull out at a listing appointment."

"It's not just the convenience of having tours of all your properties in your pocket that has made the idea successful though," notes Vojt. "If we were supplying a distorted, fisheye tour that only lets you spin around in one place, none of the realtors we work with would carry it around. Our tours are different. They're more lifelike and engaging. We give a more realistic feeling of being in the home, so they want to use the iPod to show off their properties."

Gallo confirms the significant difference in the actual tours as well, adding "Homegliding offers a way to show a home without leaving the office. It is more than a virtual tour, it is a real 'virtual showing.' We have sold homes without the buyer physically stepping in to the home using Homegliding tours."

To learn more about Homegliding tours, visit <http://www.homegliding.com>

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About Homegliding, Inc

Homegliding, Inc. (<http://www.homegliding.com>) is a full-service video production firm serving greater Central Pennsylvania, focusing primarily on real estate clients. In addition to providing virtual tours, Homegliding also offers agent and company profile videos, and general corporate video production.

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Additional pictures, logo files available upon request

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