

# Broker bucks trend in marketing real estate on YouTube

## 'Strange Faces' gets more hits

BY JESSICA SAUNDERS

EAST BAY BUSINESS TIMES

Colliers International broker Jeff Weil figures YouTube can't hurt his business, and it might help.

Weil thinks he is the first to upload video of available

sublease office space to the phenomenally popular video distribution Web site, home to movie spoofs, homegrown news reports, amateur travelogues and other antics of the not-quite famous.

As of midweek, his three videos - "1850 Sublease Jeff Weil Office," "Sublease

Office 1646 N. California Blvd. Walnut Creek" and "4000 Executive Parkway San Ramon Sublease" - had about 31, 20 and 35 views respectively. "Strange Faces and Noises I Can Make III" had 1.38 million views.

Weil said he had a digital video camera and the time to film and upload, so he thought he would take advantage of the opportunity to

reach the approximately 20 million unique users who visit YouTube each month.

In each video, he narrates a walk-through of a property available for sublease, showing its features, layout, views and condition and stating the lease terms.

"I have spoken with a few of the viewers and they think it

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**'Real estate folks tend to be five years behind the times. It was years before people started doing Web sites.'**

**Ira Serkes, Realtor, RE/MAX Executive in Berkeley**

## YOUTUBE: Few listings are to be found

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novel, but so far I have not had a viewer call me and ask to sublease the space they have viewed," Weil e-mailed.

Weil's videos are among several thousand on YouTube that feature office and residential property, with residential real estate leading the way.

But considering the volume of global property transactions, the number featured on a free high-traffic Web site is minimal.

That's not unusual, according to Ira Serkes, a realtor with RE/MAX Executive in Berkeley and a member of a real estate technology network-



Weil

ing group, Allen Hainge's CYBERSTARS. Real estate agents tend to lag in adopting technology and many don't take advantage of posting still property photos online. "Real estate folks tend to be five years behind the times. It was years before people started doing Web Sites," said Serkes, who isn't sure of the reason for

the lag.

Either they don't have the time and resources to implement technology, or they don't see the need, he said.

Weil noted the normal office-tenant age range is from 30 to 40 or older.

"They may have just bought their first iPod, have yet to listen to a blog, let alone start using YouTube as a business resource," he said.

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