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Software giant to double headcount in new space.

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Will Hearst bankroll high-minded video venture.



Broker hopes to generate interest through YouTube clips

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 travelogs and other antics of the not-quite famous.

As of a week ago, his three videos — "1850 Sublease Jeff Weil Office," "Sublease Office 1646 N. California Blvd. Walnut Creek" and "4000 Executive Parkway San Ramon Sublease" — had a few dozen views each.

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 approxi-



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Jeff Weil
Colliers International

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

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, an agent with RE/MAX Executive in Berkeley and a member of a real estate technology networking group, Allen Hainge's Cyberstars.

"Real estate folks tend to be five years behind the times. It was years before people started doing web sites," said Serkes.

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