

Prominent Properties' Josh Baris takes video to another level

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Prominent Properties Sotheby's International Realty provides the following information.

The evolution of real estate marketing has been dramatic and swift. Not too long ago buyers would search real estate magazines and pour through the classified ads in their local paper to be enticed by a property that may or may not meet their needs. If they were fortunate there would be a photo showing the front of the home that would accompany a brief description of a few highlights. Want to see more? You'd have to contact the agency listed and make an appointment. It was extremely rare that a consumer would end up purchasing the home they called on.

Today, buyers approach their real estate agent armed with vast amounts of information. They not only know the addresses of the homes they like, they've seen images of every room, seen closets, bathrooms, know the taxes and pricing history – they're highly informed and ready for their in-person showing.

Consumers rely on their Realtor to see the home in person, inform them of the neighborhood and its nuances and walk them through the home buying process. With so many properties being marketed well and an infinite number of pictures online to see; how does a Realtor market their listings and have them stand above the crowd?

Joshua Baris of Prominent Properties Sotheby's International Realty office in Tenafly is a master marketer with a track record of generating interest and orchestrating efficient closings. How does he do it? "You have to rise above the noise," he says. "The amount of real estate online is breathtaking but almost every Realtor and agency do the same things. They're marketing may be good but everyone is doing it so it's not outstanding. I know consumers want to see every image possible but they also want to 'feel' the home and know what it's like to live there – that's impossible to transmit with images, even beautiful ones. We felt our homeowners and buyers deserved better."

Baris produces videos to bring his homes to life. A videographer, multiple cameras, a script writer, sound professionals, lighting specialists and narration create a living, breathing experience for consumers. Drones are even employed to give broad views of the home and grounds. Potential buyers don't simply see a

still picture of a beautiful fireplace in a living room with soaring ceilings – they see the fireplace ignite, see people enjoying the space and can, along with the camera, look up and marvel at the ceiling, its woodwork and the detailed moldings. They are led through the home – it raises the marketing bar and provides an enhanced consumer experience. "It's been especially useful for our international buyers," Baris says. "I've had Chinese and Russian customers who see and experience the home from the other side of the world. They see enough of the home to schedule a showing. The name of the game is to entice someone enough to go off line...to want to see the home in person. That's not an easy task but really excellent marketing helps. High quality video production is very effective to accomplish this goal."

Marketing, Baris adds, has always made an impact in real estate. "Buyers are online perusing thousands of properties so it's important to rise above the din and make sure your listings get noticed and their highlights are properly magnified," he says. "Video is vastly different than the common 'home tours,' which are still pictures being panned from one side to the other. Video is a medium that allows you to bring the experience, the living, breathing involvement of the home to the viewer. It makes them care and allows Baris to tell the story of the home.

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