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Hill & Co. Enhances Property Promotion with YouTube Videos

San Francisco, CA – May 18, 2010 – [Hill & Co. Real Estate](#) is now creating YouTube videos for many of the properties it represents. The videos are then posted on the property's website, on the company's website and on the company's [Facebook](#) and [YouTube](#) channels (examples at www.YouTube.com/HillCoRealEstate). Links to property videos can be easily emailed, enabling recipients to view the videos on their computers or smart phones.

"YouTube videos are a wonderful way for us to present properties," said Hill & Co. President Jay Costello. "We know people like YouTube videos in general, and they enable us to showcase a property in 2 or 3 quick minutes, with full narration, music and compelling visuals."

Real estate today is a fast paced business. In many cases, a realtor will win the listing on Monday, and be expected to stage, photograph, promote and hold the home open that weekend. Hill & Co. has put in place a program that enables the brokerage to create, post and distribute YouTube videos in as little as 24 hours as part of this process. The integration is seamless. And as more and more people use YouTube as a search engine, perhaps invaluable.

"You show someone a property video on their iPhone or Blackberry, and their jaw just drops," said Eileen Mougeot, Vice President and Broker Associate at the company. "At least for now, it's still unexpected. It's the perfect marriage of message and medium."

Hill & Co.

Founded in 1956, Hill & Co. Real Estate is a San Francisco brokerage long associated with the City's finest properties. With four offices and nearly 100 full-time agents, the company enables clients to successfully navigate San Francisco's complex real estate market. Two additional Hill & Co. offices provide property management and rental services. For more information, visit www.hill-co.com.

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