Virtual tours or video: How do you decide?

In this week's video, Peter Lorimer of PLG Estates discusses the merits of video tours over virtual tours.

In his opinion, virtual tours come second to videos, which come after the consumer is pulled in with stellar photos. That's the gateway that viewers happen upon real estate online — photos, video and then virtual tours.

Until the cost comes down a bit to produce virtual tours, put your money in video first.

Source: click here