



COLDWELL BANKER | REALTY



DIRECT TURN MEDIA

TURNING REAL ESTATE MEDIA INTO BUSINESS



WHAT WE DO

ABOUT



Kirk LaMar:

Kirk LaMar, founded a digital image software company in 1992. Based on his innate understanding of how digital images can tell a story.

In 2001 he applied his knowledge to the real estate industry resulting in a team selling over 300 homes based on this same understanding.

Today, Direct Turn Media, founded by Kirk is dedicated to sharing his passion for indoor drones / 3D Virtual Tours & his tech knowledge with Coldwell Banker Realty professionals who want to be the best they can be!

THE POWER OF INDOOR/OUTDOOR DRONE VIDEOS

- **Enhanced Property Presentation** : Indoor drone videos are a game-changer in real estate marketing. They provide engaging, visually compelling content that can drive a faster and more informed purchase. The result is a powerful storytelling tool that enhances property appeal and the buyers connection.
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Why Video for Real Estate?

73%

73% of sellers will choose a realtor who uses video, over those who don't.

Only 38% of Agents use video in their Marketing.

38%

95%

Viewers remember 95% of a video for marketing compared to 10% from text.

Realtors who embedded real estate videos on their website saw a 157% increase in organic traffic.

157%

403%

Real estate listings with video received 403% more inquiries than those without.

3D Drone Tours

THE POWER OF 3D DRONE TOURS

LOCATION - LOCATION - LOCATION

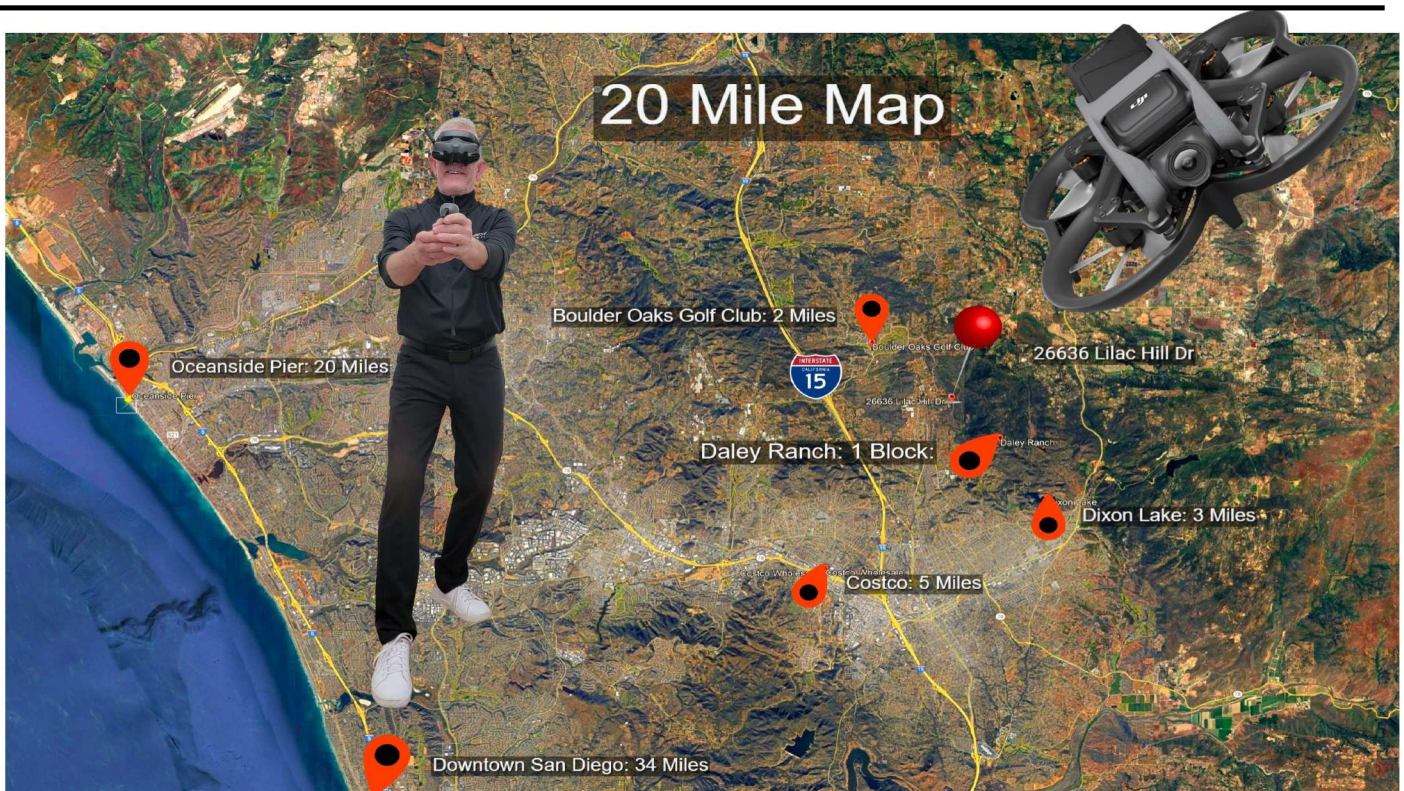
REAL ESTATE VALUE = LOCATION! Our fleet of drones captures every important feature, not only of your listing but also important features near your listing. We call them **HOT SPOTS!**

From local parks & beaches to shopping and hospitals. Simply click on the available hot spot for your area to view. We can add any HOT SPOTS that you would like to include!

Your listing will have a complete inside & outside 3D tour linking every room and area such as the pool, ADU whatever is on the property all connected to our interactive maps. Depending on the selected hotspots, your interactive map could be a 1 mile view up to a 50 mile view.

Listings with 3D Home tours, interactive floor plans and interactive maps are designed to be explored by viewers which is why your listings will stand out from the others.

We connect them all with our interactive mapping technology. This allows buyers from around the world 24/7 access to the home's layout and surrounding community making it easy to imagine what it would be like to call it home.



Why 3D Tours?

563%

Monthly views of 3D tours on Redfin.com increased 563% from Feb 2020 to 2021.

67% of home buyers said they want a virtual tour when looking at a listing.

67%

31%

On average, homes with virtual tours spend 31% **less time** on the market.

82% of sellers said they would switch to an agent who offers 3D Tours.

82%

99%

99% of sellers believe that a 3D Tour can give a competitive edge to their listing.

AGENT BASIC: \$195 - \$295

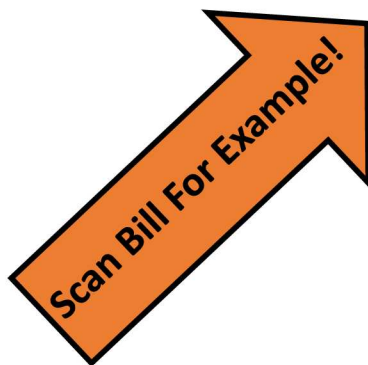
- #1** 5 DRONE PHOTOS : Edited with ID marker & property
- #2** 3D ZILLOW TOUR WITH FLOOR PLAN: Branded & Unbranded
- #3** 4 DIGITAL FLYER TABLE TENTS WITH BRANDED QR CODE

Digital flyer table tents come with your branded QR code that can point to your listing concierge single page website or our digital property profile landing page.

**DIGITAL
FLYER**



SCAN ME



SAVE OVER \$500 WITH AGENT BASIC: \$195 - \$295

Price ranges depending on size and location:

Call/Text: 760.209.5856 Email: Kirk@DirectTurnMedia.com Web: DirectTurnMedia.com



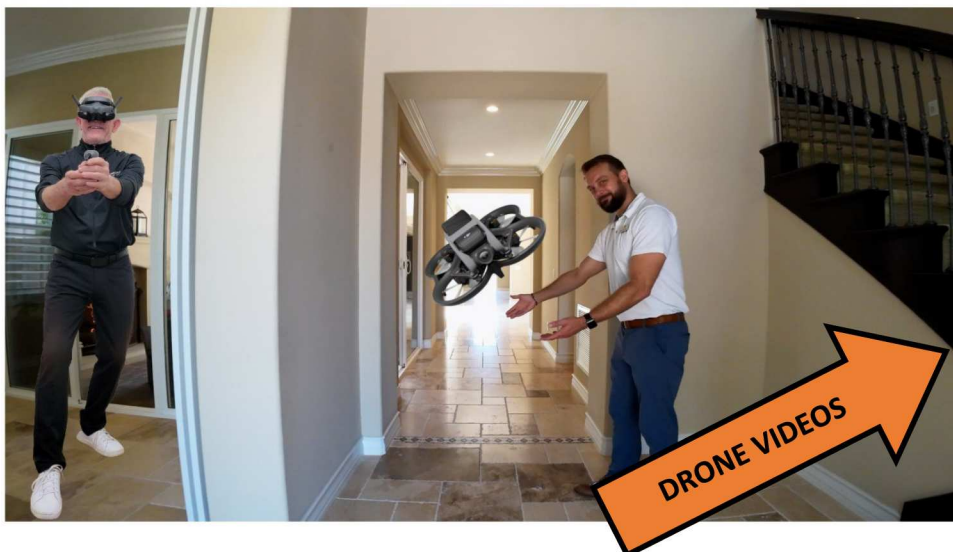
AGENT PREMIUM: \$295 - \$395

- #1** 8 DRONE PHOTOS : Edited with ID marker & property
- #2** 3D ZILLOW TOUR WITH FLOOR PLAN: Branded & Unbranded
- #3** 4 DIGITAL FLYER TABLE TENTS WITH BRANDED QR CODE

Digital flyer table tents come with your branded QR code that can point to your listing concierge single page website or our digital property profile landing page.



- #4** INDOOR / OUTDOOR DRONE VIDEO Cinematic & Social Media 9x16 Stand Alone: \$349



SAVE OVER \$900 WITH AGENT PREMIUM: \$295 - \$395

Price ranges depending on size and location:

Call/Text: 760.209.5856 Email: Kirk@DirectTurnMedia.com Web: DirectTurnMedia.com



**AGENT ELITE :
THE ULTIMATE MARKETING TOOLS! \$595 - \$695**

#1 15 DRONE PHOTOS : Edited with ID marker & property

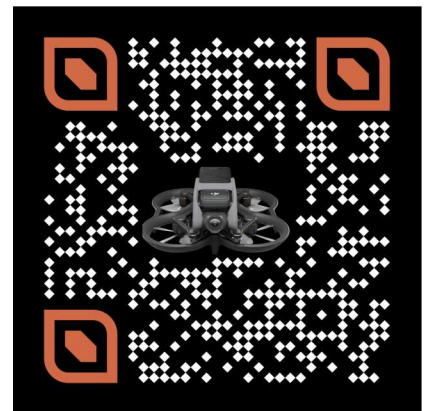
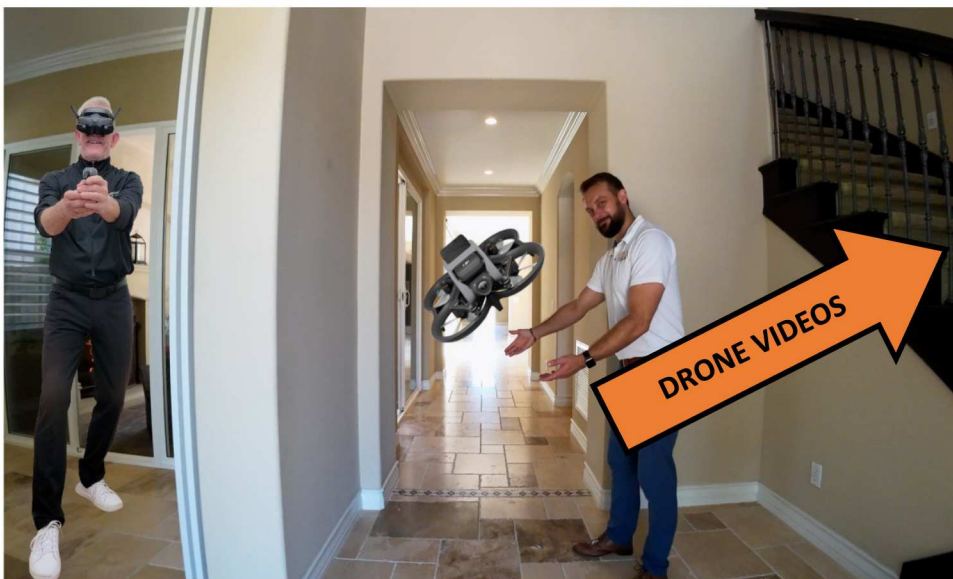
#2 3D ZILLOW TOUR WITH FLOOR PLAN: Branded & Unbranded

#3 4 DIGITAL FLYER TABLE TENTS WITH BRANDED QR CODE

Digital flyer table tents come with your branded QR code that can point to your listing concierge single page website or our digital property profile landing page.



#4 INDOOR / OUTDOOR DRONE VIDEO Cinematic & Social Media 9x16 Stand Alone: \$349



**AGENT ELITE :
THE ULTIMATE MARKETING TOOLS! \$595 - \$695**

#5 3D VIRTUAL DRONE TOUR:

LOCATION - LOCATION - LOCATION...

The value of real estate is in the location which is why send out our fleet of drones capturing every important feature near your listing that we call HOT SPOTS...



#6 1 3D VIRUTAL TOUR SIGN:



Price ranges depending on size and location:



5 - 15 Drone Pictures

3D Zillow Tour & Floor Plan
Branded & Unbranded

4 Digital Flyer Table Tents

Indoor Drone Video
Branded - Unbranded
Cinematic + Social Media

3D Drone Tour With Interactive
Maps & Voice AI Narration

AGENT BASIC

\$195 - \$295

5



AGENT PREMIUM

\$295 - \$395

MOST POPULAR

8



AGENT ELITE

\$595 - \$695

15



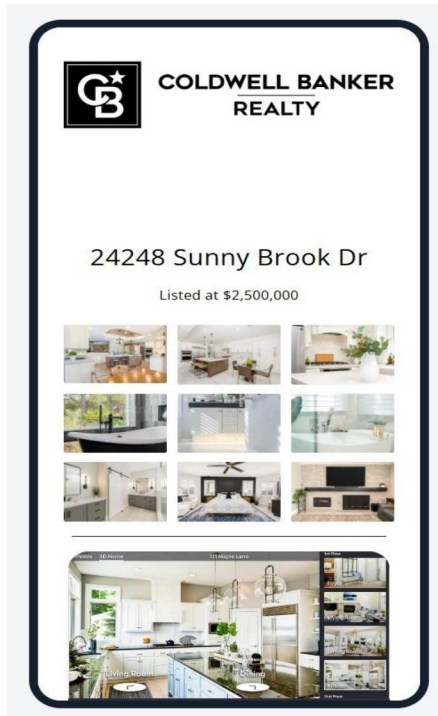
All Products & Services Include Full Intergration Suport.
100% GUARANTEED! Price Ranges Depending on Size & Location



DIRECT TURN MEDIA

BRANDED QR 3D VIRTUAL TOUR SIGNS:

USE THE SAME OPEN HOUSE SIGN FOR YOUR NEXT LISTING!



WIRE STAKES



A FRAMES



SIGN RIDERS

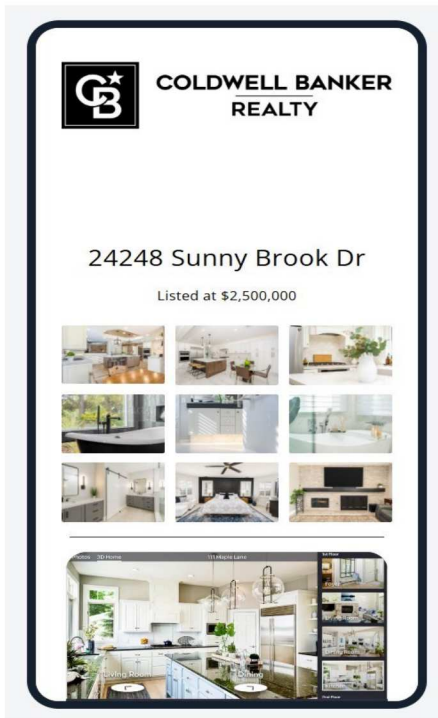
BRANDED QR SIGNS CAN BE USED AGAIN & AGAIN: \$179

Call/Text: 760.209.5856 Email: Kirk@DirectTurnMedia.com Web: DirectTurnMedia.com



DIRECT TURN MEDIA

BRANDED QR OPEN HOUSE SIGNS:



**USE THE SAME OPEN HOUSE SIGN FOR
YOUR NEXT LISTING!**



BRANDED QR SIGNS CAN BE USED AGAIN & AGAIN: \$179

Call/Text: 760.209.5856 Email: Kirk@DirectTurnMedia.com Web: DirectTurnMedia.com

Agent Open House Package: \$99

Holding open house for another CBR agent?

- * Your own digital property profile page branded with your contact information.
- * Your own custom branded qr code.



- * 4 branded Digital Flyer Table Tents.

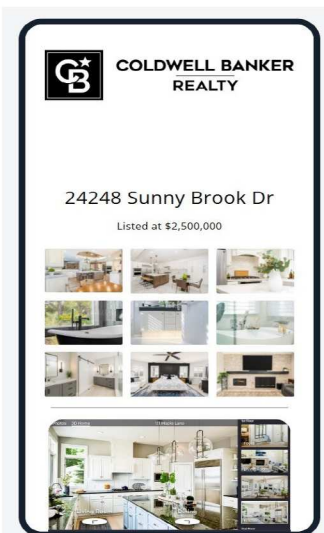


**DIGITAL
FLYER**



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- * 1 branded double sided open house sign



Our Digital Property Profile Pages meet MLS guidelines and because our custom branded QR codes are Dynamic, you can use your Open House Signs, Digital Flyer Table Tents over again for any open house.



ALL 4 ITEMS JUST \$99

DIGITAL FLYER



Our mission as a digital media creation company is to be as paperless as possible.

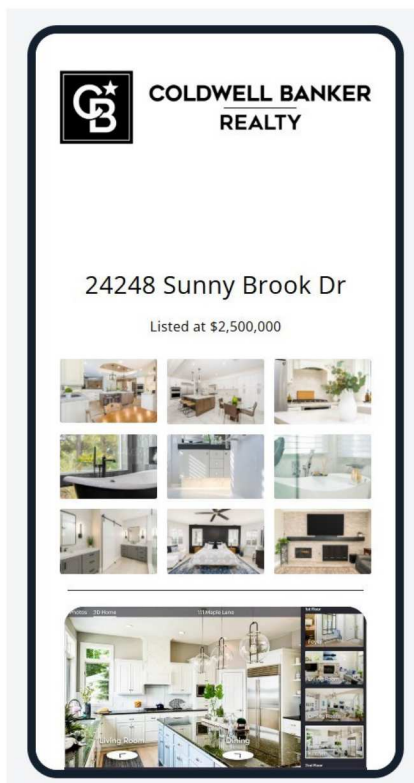
No longer does every change mean back to the printer throwing out all of those nice flyers & reprinting new ones.

Think about all of the clients that took your flyer that is now outdated every time you make a change?

DIGITAL FLYER



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Real Time Updates:

The Digital Flyer QR Code points to the same digital property profile page so any time you need to make a change such as price, new pictures, whatever it is, just text / call or email us and it happens in real time!



DIRECT TURN MEDIA

TURNING REAL ESTATE MEDIA INTO BUSINESS

We offer three products:

- #1. Digital Flyer Table Tents.
- #2. QR Open House Signs.
- #3. QR 3D Virtual Tour Sign Riders.

- All 3 products use dynamic custom branded QR codes taking viewers directly to our custom property profile landing page.
 - These dynamic QR codes use geo technology which means they are **NOT PROPERTY SPECIFIC** giving you the ability to reuse all 3 of the above products on your next Direct Turn Media Package.
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DIGITAL
FLYER



SCAN ME



TESTIMONIALS



"Because Kirk has sold over 300 homes using digital marketing, he understands what is important to capture and what is not for every listing and why I can strongly recommend him for your marketing."

Wendy Fleming: Office Manager: Coldwell Banker Realty



"Kirk was pleasant and professional to work with, and his expertise in the field of drone tours was greatly appreciated. Both the video drone tour and virtual 3D tour came out great and are attracting many views for my listing across multiple platforms. His eye for artistic expression truly can be seen in the finished products. Thank you, Kirk!"

Chase Breakbill: Coldwell Banker Realty



"Direct Turn Media added a ton of value to my marketing and my clients were very impressed, but more importantly the feedback I got from the public has been fantastic. It's so much better than matterport or Zillow. I plan on using Direct Turn Media for all of my listings. Thank you, Kirk!"

Bill Shaffer: Coldwell Banker Realty



Upgraded Home Listed By Erica Miller:

Outstanding Drone Photography Services!

I recently worked with Kirk Lamar for a real estate listing, and I couldn't be more impressed with the results. His work truly makes a difference in how properties are perceived online.

Thanks Kirk, Erica Miller: Coldwell Banker Realty

LISTED BY PAUL CHEYAPANTA: COLDWELL BANKER REALTY



"It has been an absolute pleasure working with Kirk Lamar, a highly skilled professional drone videographer & 3D creator. His expertise in capturing the true highlights of a property and presenting them in a way that resonates with viewers is truly exceptional. Kirk has a remarkable ability to translate a home's unique features into stunning visuals that captivate audiences across all media platforms. The feedback is consistently outstanding viewers are always impressed by Kirk?"

CONTACT:



Office: 760.209.5856

Sales: Sales@DirectTurnMedia.com

Kirk LaMar: Kirk@DirectTurnMedia.com

Web: DirectTurnMedia.com