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Real estate agent turns to video to display homes

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Joshua Dean Real Estate launched its new Web site, www.joshuadean.com, featuring an online video library and online listings.

The company, which opened earlier this summer, is run by Joshua Dean, a former managing broker at RealStar Realty in Naperville and Oswego.

Dean said he wanted to use technology that he thinks is better suited to home buyers and the housing market today.

"The Internet in the past few years in the real estate industry has become so powerful," he said. "Realtors just have to do a better job at bringing consumers in closer to the property."

He markets properties with four- to six-minute video clips, often asking the seller to talk about the community and the neighborhood. He posts the videos on Web sites such as YouTube and MySpace and sends them to potential buyers.

"People don't want a few thumbnail pictures of a property, they want more information," Dean said.

He said the videos take three or four hours to produce; about as much time to as an open house.

His site also includes educational videos on buying and selling homes, he said.

For more information, visit www.JoshuaDean.com or call 630-707-0567.