



Cremunity.tv: Video website, exclusive to commercial real estate

July 25, 2008 - Front Section

According to the New Media/Web 2.0 division of The New York Real Estate Journal (NYREJ), one of the first video websites for the commercial real estate industry, Commercial Real Estate Community TV - www.cremunity.tv has been launched. NYREJ has been reporting on the industry for over 20 years in print and more recently online at www.nyrej.com. Cremunity TV is their first attempt at the new online trend, Web 2.0. Commercial real estate companies and individuals now have a place to upload their videos to a site that is dedicated to their industry.

"We knew that we had to get into social media at some point. We are excited to be the first to launch a video platform for the commercial real estate industry. In this new information age, there are so many ways to distribute valuable information that users are seeking, one being video. We are using video as our entry point into the social media marketing sphere. Our biggest challenge is that video hasn't yet been brought into the mainstream of commercial real estate marketing and PR. We are going to attempt to set that trend by showing the value of video when highlighting your company, city, property, or yourself with the use of our free video platform. Cremunity TV is the first aspect of the overall social networking site that we are developing for the commercial real estate industry. These new technologies combined with the traditional print enables us to offer different types of marketing and promotion such as video, print, web, and PR all in one service using various technology platforms and distribution outlets for that information to easily be found by interested parties. We invite all related commercial real estate companies and individuals around the world to create a free account, upload and tag their videos," said Stephen Hopkins, director of business development at NYREJ.

Cremunity TV is making finding commercial real estate related videos very easy. You can type in "keywords" of what you are looking for in the search box. The video results will match those keywords that you entered while also searching the text used to describe the content of the video. Cremunity TV has also broken the industry down into categories on their "videos" page, so if you have more time to browse around, you can search for videos by clicking on a specific category. Check out the "channels" tab to view companies that have set up exclusive channels on the site that display only their videos of choice.

For more information about Commercial Real Estate Community TV - Cremunity.TV, please email info@cremunity.tv

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540