

## Introducing Showcase Video Tours!

### The Lightbulb Moment!

Showcase Video Tours developed from the minds of two successful Charleston businessmen; Brian Anderson, Owner of Advyon Consulting, LLC, an IT company focused on small businesses in the Charleston SC area, and Robert Harleston, owner of Charleston by Design, a Lighting company specializing in outdoor lanterns and custom Charleston ironworking. The idea to start this company was born on the fact that currently less than 10 percent of homes listed include Virtual Tours.

"What is a Virtual Tour?". The answer is quite simple.

Vir-tu-al tour - [vur-choo-uhl toor] (n): A computer-generated tour in which the viewer gets the sense of actually walking through the space.

To most people, a virtual tour is simply scrolling images with background music, or a fish eye lens scrolling through a room. Showcase Video Tours wants to give a new look to the old "Virtual Tour". We believe a virtual tour should give the consumer everything they need to know about the listing, property or product in a single website that includes all the latest and best features of web 2.0. Our extremely functional and informational websites include extras such as links to schools, directions, local demographics, photo galleries, video tours, home features, marketing tracking information and much more!

Our custom virtual tours speak to your customers like an online commercial, advertising your listing, property, or product personally and professionally. Listen to what some of our satisfied customers have said. [Click Here](#)

With the current trend of Web2.0, anyone advertising products or services on the web should take advantage of this new technology, and bring your brand to the forefront of your competition. If your company does not act now, your competition will.

**Our Mission:** The Showcase promise is to provide our customers with cutting edge video technology on the web, and to give expert advice on how to market and sell their products on the internet through online advertising.

**Our Focus:** Our current focus are Charleston, South Carolina real estate companies. The Charleston real estate market is behind in the new web technology explosion, and we believe that our company will help sellers turn over properties more quickly and efficiently and maintain a higher margin of profitability.

**Our Goals:** Our goal is to create a new trend in real estate marketing for Charleston, SC.