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## Lights, Camera, Sold! ForSaleByOwner.com Adds Online Video Tour Functionality to Appear Alongside Property Listings

ForSaleByOwner.com Sellers Can Upload Online Video Clips to "Show" Their Homes to Potential Buyers in real-time  
<http://www.forsalebyowner.com>

NEW YORK, May 9 /PRNewswire/ -- ForSaleByOwner.com, the nation's leading for sale by owner real estate site, has partnered with online video aggregator WellcomeMat.com to provide customized video tours with each property listed on the site.

With more than 80% of home buyers looking online before stepping foot inside their first open house, online video tours give sellers a competitive edge in the selling process, according to Colby Sambrotto, COO of ForSaleByOwner.com. This is the first time that WellcomeMat's groundbreaking video technology has been made available on a leading national real estate site.

Starting today, homes listed on ForSaleByOwner.com will have free access to the new online video tour service as an added feature to all ForSaleByOwner.com listing packages. Additionally, existing customers will be able to purchase this feature as an add-on service. For an example of a customized online video tour, please visit:

<https://www.forsalebyowner.com/vidpop.php>

"We're constantly introducing new ways for our sellers to showcase their homes online," added Sambrotto. "Virtual tours have been popular in the past, but online video tours reflect the details and scope of each property that still photos and descriptions can't match."

WellcomeMat (<http://www.wellcomemat.com>) provides an innovative service that makes creating online video tours easy for consumers. Customers shoot a three- to five-minute video clip and upload it immediately to their listing, or they can send the video in any format to the company for upload. Mailed video footage is made active within one week and, once the tour is posted, all customers have access to WellcomeMat.com's easy-to-use online editing platform. WellcomeMat guarantees support of its video technology via phone or online for no additional charge.

"Video is poised to completely change online real estate just as it has the rest of the internet," said Christian Sterner, CEO and co-founder of WellcomeMat.com. "Whether buying or selling, WellcomeMat's video functionality will give ForSaleByOwner.com customers a unique advantage over conventional online listings by presenting a complete impression of a property accessible from anywhere in the world."

About ForSaleByOwner.com

ForSaleByOwner.com is the nation's leading no-commission marketplace, bringing home buyers and sellers together online. Since 1999, ForSaleByOwner.com has saved home sellers billions of dollars by providing them with the tools and support they need to successfully sell their own homes. The company charges an advertising fee for homeowners to list a home for sale on the site. Prospective home buyers can browse the ForSaleByOwner.com database of properties at no charge. ForSaleByOwner.com is owned by Tribune Interactive, a subsidiary of Tribune Company (NYSE: TRB). For more information, visit: <http://www.forsalebyowner.com/press/>.

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- <http://ForSaleByOwner.com>
- <http://www.WelcomeMat.com>

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