

## Unique Homes Partners With Realty Video

More people than ever are watching videos via the Internet. Unique Homes, through an agreement with Realty Video USA, will expand its Web site-related services as part of the phenomenon.

Unique Homes announced an exclusive partnership with Realty Video USA that will

partner in what we're doing. It only made sense given what's going on online with video to look for a way to tap into that opportunity."

According to Pew Internet & American Life Project studies, 57 percent of adult American Internet users had either downloaded or watched video online as of July



STILLS COURTESY OF REALTY VIDEO USA

lead to the creation of a variety of video products for UniqueHomes.com. Content could include customized video projects as well as a Unique Homes video channel for its members in addition to video editorial pieces. Also, as part of the deal, Unique Homes advertisers will receive special pricing on Realty Video USA services.

"We're really more than a magazine; we're a multimedia platform for luxury Realtors and luxury real estate companies," says Rick Goodwin, Unique Homes' publisher. "While the print product is well-known and powerful in the marketplace, the Web site is becoming an equally important

2007. In January, it announced 48 percent of American Internet users visited video-sharing sites such as YouTube, up from 33 percent in December 2006; 15 percent were daily visitors, up from 8 percent.

"This partnership gives Unique Homes the opportunity to appeal to a totally different demographic through video," says Stephen Schweickart, who co-founded Realty Video USA with his father, Jim. "Video appeals to younger people and is statistically tracked to be 80-percent more effective in engaging the audience. Video can mix emotionally with the consumer in a way that photos and text cannot."

—Ken Weingartner



## LUXURY BRIEFING

### L'AVION DOUBLES NEW YORK-PARIS FLIGHTS

L'Avion, the first all-business-class French airline, celebrated its first anniversary in January by introducing a second aircraft. The Boeing 757-200 is configured with 90 seats as opposed to the traditional 200. The new plane will allow the airline to double its flight frequency between Paris and New York. Last year, the airline transported more than 34,000 passengers with an on-time departure rate of 91 percent.

[lavion.com](http://lavion.com)

### MORTGAGE COMPANY LOOKS TO PANAMA, COSTA RICA

Indicating the rising popularity of Central American properties among Americans, Hollywood Mortgage Services now offers residential mortgage financing and relocation services focused on Panama and Costa Rica. The Florida-based company's bilingual staff also provides help with insurance, international entrepreneurship and legal services.

[hollywoodmortgageservices.com](http://hollywoodmortgageservices.com)

### CONSUMERS SEEKING MIXED-USE DEVELOPMENTS

The latest American Institute of Architects Home Design Trends Survey shows that mixed-use developments are rising in popularity. In mixed-use projects, residential units are blended with retail, dining and other commercial activities in the same facility. Particularly important to an aging population, well-designed communities support active lifestyles, the study notes.

[aia.org](http://aia.org)

—Mark Moffa