



Tech tips: Real estate video blogging: www.intothebox.tv

Ir Laurence Ross



Besen & Associates

Featured site: www.intothebox.tv

Target Market: Anyone looking for the inside scoop on New York City's neighborhoods.

Cost: Free

Noteworthy features: Offers quick (three minute) "to the point" information relating to real estate topics, site production is well done and utilizes archival footage, viewers see all sides of the story and hear from real brokers/consumers

This month's column is somewhat of a change of pace. Recently I was alerted to a new site that is taking New York City by storm. It is a site called "intothebox" that features video host Rachel Natalie Klein and her voyeuristic peek into the New York City real estate underworld. Klein hits the streets of N.Y. and reveals what's hip and what's happening in various neighborhoods. Klein, an experienced reporter, uses her innate skills and head turning looks to draw stories from the average New Yorker which in turn helps create the successful framework for which intothebox.tv succeeds.

The production work is sexy, cutting edge and includes amazing archival footage and Manhattan scenery. What captivated me was the quick, to-the-point political and social references coupled with a microcosm view of relevant NYC real estate topics. Living in a fast paced world full of ADD induced real estate professionals, myself included, the under 3 minute format fits neatly into the fold, or "into my box." While other real estate talk shows profile industry leaders in a "Merv Griffin type" controlled and relaxed setting, this show gets down and dirty with professionals on site, at their various projects and we get to hear and see all sides of the coin.

Past shows have taken us to Park Slope, Williamsburg, Harlem and life in downtown Manhattan. Tune in to broker horror stories from the brokers and consumers themselves and for the environmentally conscious, the "Green Bozz" issue is touched upon reminding us of our

continuing struggle to keep our planet alive. Our social, dating and pet habits are explored and tied into having the right zip code and apartment space. Along with each new episode, which appears every 2-3 days, is a fascinating "behind the scene" look at the taping which can be quite revealing. Visitors can also sign up for free email which will keep you posted on the site's latest happenings and up-to-the-minute blogs.

So get outside your box and jump into the box at www.intothebox.tv. Understanding what's happening around you will only make you more successful in what you do and how you deal with your clients.

Send comments and suggestions to besenplatinum@gmail.com

Laurence Ross is a senior executive broker at Besen & Associates and the co-founder of PropertyRover.com, New York, N.Y.