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Selling Boston homes with a video-first launch



Your home doesn't need another listing.
It needs an audience.

Most agents list your home on the portals and wait. I launch it as a video tour — and put it in front of qualified buyers from day one. Here is the difference, in numbers.

THE SAME HOME. TWO VERY DIFFERENT AUDIENCES.

ON ZILLOW

250 views a day

That's a strong listing by Zillow's own research — most get far less. Over its entire run, a typical listing is seen a few thousand times, almost all of it by people who happened to search for it.

ON MY TOURS — ONE HOME AT A TIME

116,148	South End carriage house
79,486	Brookline colonial
72,945	Cambridge penthouse

Views per video tour of a single home · Instagram

Zillow figures: Zillow Research (2025), "The Impact of Zillow Views, Saves and Shares on the Price and Speed of a Home Sale." Tour figures: Instagram views per tour, as of November 2026.

500K+	500+	37	11,800+
views on my real estate tours	buyers requested listing details	home tours filmed	average views per home tour

HOW THE LAUNCH WORKS

1. Your home launches as a video tour in front of hundreds of thousands of Boston-area viewers — not just the buyers already searching the portals.
2. Interested buyers request the details directly, so showings start with identified, qualified buyers — not anonymous clicks.
3. More qualified eyes in the first days means more competition — and competition is what produces strong offers.

★★★★★ **5.0 on Google — every client review five stars (23 reviews)**

Thinking of selling? Get My Selling Plan — maioranagroup.com/sell

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