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Leading *focus*

EXECUTIVE DECISIONS
 THAT MAKE A DIFFERENCE

When competitive challenges mount, the best leverage in many small companies is innovation and the ability to implement change more quickly and with better results than in large organizations.

Distilling Innovation with YouTube.com

What would you do if you were faced with the challenge of creating new and effective ways to sell homes in a competitive real estate market?

When I was considering ways to double ClickAnnArbor.com, my small team of Realtors in sales and in size of the workforce, many fleeting ideas seemed solid. What can a small firm offer that bigger competitors can't?

Change and technology.

Since the mid-1980s, real estate sales firms have been using technology that puts panoramic views of homes online

in what is now called a "virtual tour." Most Realtors provide this as part of a package in home selling services.

My firm, ClickAnnArbor.com, pioneered the use of low-cost, high-quality digital video technology to replace the "computer nerdy" feel of virtual tours with a newsy YouTube video. This innovation allowed us to become the fastest-growing real estate company in the nation's slowest-selling state!

Today, real estate agents from Maine to California use YouTube for a much more robust view of property.



ABOUT THE AUTHOR



Sean Dykhouse is a sales leader in real estate lending born in Wilton, Connecticut and raised in Ann Arbor, Michigan. He currently serves residential and commercial clients in 28 states. He creates stellar teams of artists, designers and web-savvy entrepreneurs to achieve record growth for clients including BarnesandNoble.com, Eden Foods, Habitat for Humanity, Oxford University Press and Virtual Systems.

When asked what best describes a true leader, Sean's reply is simple: "Promote and share information and experience that inspires, excites and motivates others to achieve certain success in both business and in life! I am blessed to build wonderful, lasting relationships with people where I live, work, and abroad."