

# Chartered Homes debuts video production marketing

According to Chartered Homes' new video production department, video marketing is the way of the future. In fact, Yahoo Real Estate predicts that the marketing platform will double in its popularity in the next five years. Chartered is moving forward full force with this popular marketing medium thanks to its stellar department — which you would never be able to tell was a one-man-crew, Zackary Jarmon.

Chartered Homes president Ward Ritter brought his son-in-law on the team in January to aid in the everyday operations of the company, as it is expanding. Chartered's current project, Latitude at Vista Ridge, is an all-new ranch patio home community in Erie. It is for this community that Jarmon was inspired to explore and implement this new marketing medium.

"Having just relocated from California this year, discovering the Rocky Mountains and the outdoors as Coloradans do, truly sparked my creativity," Jarmon said. "More specifically, it was the contrast of the rolling plains of the Front Range with the magnificent vistas of the mountains from Latitude that inspired me. It was then that I realized that there was a tremendous opportunity to fill in the market with videography, and the rest is history."

Jarmon, who graduated from Chapman University in 2011 with a major in business administration with an emphasis in entrepreneurship and minor in film and television studies, produces, writes, films, and edits all of the videos for Latitude, filming everything from their five floor plans and immediate

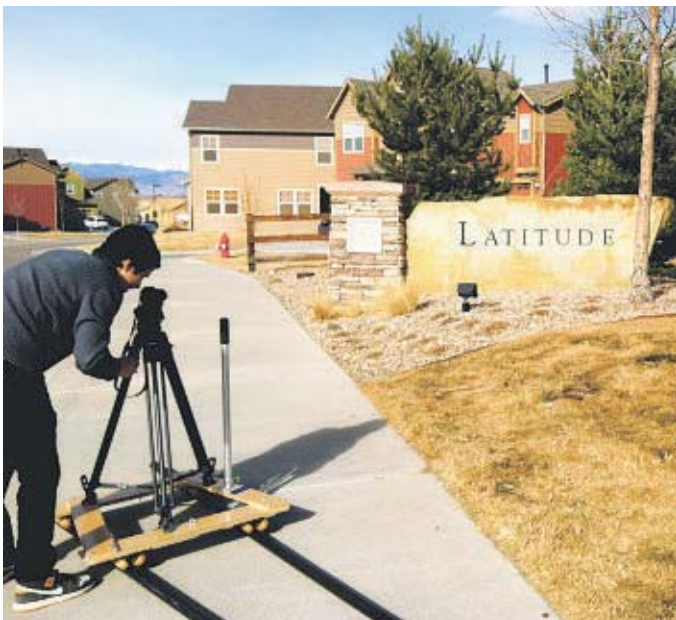
neighborhood to the surrounding communities. It is rare to see a one-man crew pull something like this off, but Jarmon continues to wow both potential and existing Latitude homebuyers with his short interactive videos.

According to Jarmon, online and offline video marketing is becoming an effective medium — industry. This is because viewers are naturally drawn to video because it stimulates more senses than any other marketing form. Video eliminates the buyer's hassle of having to research information, and replaces it with a one- to two-minute escape into a world where all of the pertinent information is relayed visually, auditorily and narratively (which is more relatable).

The videos are currently shown on a flat screen in the Latitude Sales Center's mini design center, where potential homebuyers can also take a look at various flooring, cabinet, countertop, and plumbing fixture options. The company yesterday also launched its own YouTube channel, with plans to add additional videos on the company and surrounding areas in the fall. Be sure to go online and check out the videos today

Latitude is 2 miles west of I-25 and 1 mile north of the E-470 at Colo. 7/Baseline Road and Mountain View Boulevard in Vista Ridge.

The sales center is open daily, 10 a.m. to 6 p.m., and has two fully furnished model homes to show you. Stop by and say hello during business hours, or call community sales managers RD Baker and Kimberly Karsell at 303-828-5442 or visit [LatitudeAtVistaRidge.com](http://LatitudeAtVistaRidge.com).



**Zackary Jarmon filming the Latitude entrance sign in the early Colorado spring.**