

Splash of Hollywood used to sell high-end Tahoe property

Award-winning director Christian Calderon has launched a new concept in real estate videos – the industry’s first short film featuring a Hollywood actress.

And according to Calderon, the whole concept of producing shorts for real estate using an actress with a platform, rather than a real estate agent, also increases the chance of the piece going viral and gaining more exposure.

In this case, actress Melissa Biggs, formerly of “Baywatch”, was chosen for her international appeal to expand the Incline Village property’s exposure to places like Australia where according to reports, Australians are the largest foreign tourists traveling to California and making real estate purchases.

In the video, Biggs makes a cameo appearance and stays the weekend at an exclusive home that happens to be on the market and gives the audience a personal guided tour.