



VIRTUAL OPEN HOUSES

TAKE CLIENTS ON AN INTERACTIVE TOUR OF A PROPERTY IN REAL-TIME
LEVERAGING SOCIAL MEDIA AND YOUR SMARTPHONE!

Before The Open House

1. Create a strong title for your virtual open house.
2. Create the event on your social media.
3. Plan the path of the tour ahead of time and have the home's informational available for reference.
4. Create promotional materials to inform consumers when the virtual open house will occur.
5. Promote your open event on social media and boost it and or email it out.
6. When promoting the event, link to your property website so people can explore more.

1. Perform a test of the connection on your equipment before going live.
2. Practice by creating a quick video inviting people to view your virtual open house.
3. Make a plan for how you want to introduce yourself to kick-off the video.
4. Plan how you will address questions and comments.
5. Consider the time of day you are hosting the virtual open house and how that might affect the tour.

During The Open House

1. Think about your pacing, don't walk or talk too fast.
2. Interact with your audience and provide time to respond to comments and/or questions.
3. Highlight key features of the home. If you are hosting a one-on-one virtual tour focus on the parts of the property that matter most to your buyer.
4. Keep the visual aspects of the home the focus of the video. Focus in on specific unique features of the home.
5. Be sure to close the video and say thank you.

PRO-TIPS

1. Remind your audience how they can contact you if they have any questions.
2. Give people time to join the virtual open house. At the beginning, provide relevant data on the neighborhood surrounding the subject property.
3. Provide updates on mortgage rates.
4. Turn off additional notifications on your device during the virtual open house.

After The Open House

1. Follow up after the virtual open house
2. Post the recording of the live video so consumers who missed it can watch
3. Review any analytics and leverage them for the next video
1. Invite consumers who did not see the virtual open house to tune in to the posted video.
2. Follow up and stay in touch. Utilizing your CRM, email campaigns, social media, and advertising.
4. Continue to send the link to the virtual open house out through social channels during the listing period.