

HOMESMART[®]

BUSINESS BUILDER

EXPAND — YOUR — BRAND

Webinars begin March 25th @ 9am Pacific PDT
(12noon EDT, 11a CDT, 10am MDT, 9am (AZ))



MASTERING
SOCIAL MEDIA
& **ONLINE**
MARKETING



Todd Sumney

Chief Industry Officer
HomeSmart International

HOME SMART
Real Estate Made Easy.



HOMESMART.

WE'RE HERE FOR YOU

100% CONFIDENT. 100% COMPASSIONATE. 100% OPERATIONAL.

HOMESMART
Real Estate Made Easy.

OPPORTUNITIES!



HOMESMART.

A YEAR
FROM
NOW

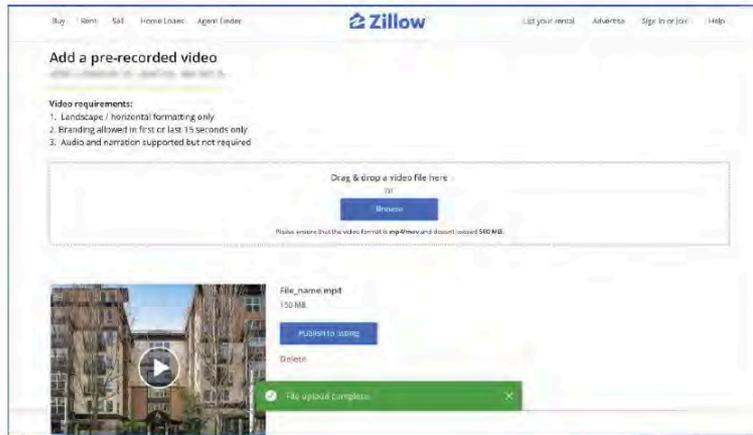
YOU'LL
WISH
YOU'D

STARTED
TODAY.

How to Approve and Publish Videos to Zillow as the Listing Agent:

For Listings that are Currently Active:

- 1.) You will receive an **Email Notification** once your photographer has uploaded the video to Zillow. The email will be sent to the email address associated with the listing and your free Zillow profile. The email will contain a link to publish the video.
- 2.) **Click** the link in the email. You will be taken to the video page for your Listing (see screenshot below).
- 3.) **Scroll** to the bottom of the page.
- 4.) **Click** the blue button that reads "Publish to listing".
- 5.) You're all set! The video will immediately appear live on your listing.



NOTE: Be sure that you have created a free Zillow Agent Profile for yourself. Publishing videos to Zillow is free. You do not need to pay to become a Zillow Premier Agent to publish videos to Zillow listings - Any agent can publish videos to Zillow with a free profile. This will allow you to manage your listings on Zillow, and is required to approve and publish videos. If you do not already have a free profile, you can create one [HERE](#). Have questions about creating a profile? Please email: AgentCare@zillowgroup.com

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Add a pre-recorded video

Video requirements:

1. Landscape / horizontal formatting only
2. Branding allowed in first or last 15 seconds only
3. Audio and narration supported but not required

Drag & drop a video file here

or

Browse

Please ensure that the video format is mp4/mov and doesn't exceed 500 MB.



File_name.mp4

150 MB

Publish to listings

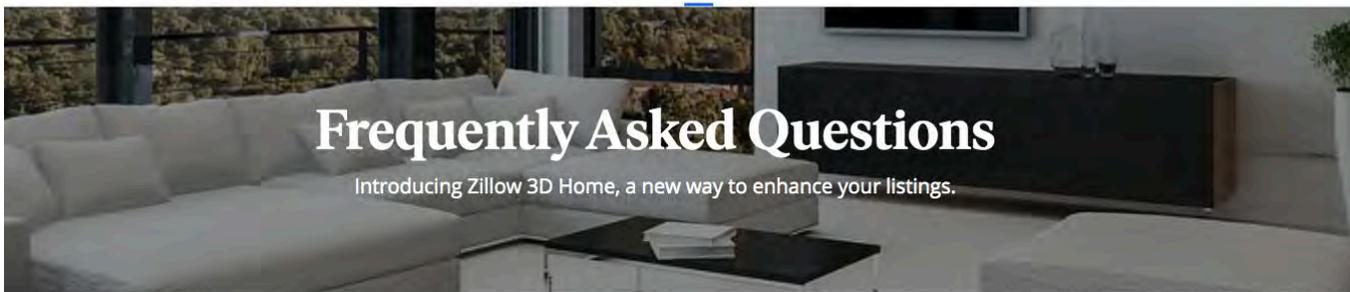
Delete



File upload complete.



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Overview

What is Zillow 3D Home? 

Are there any monthly fees for using Zillow 3D Home? 

What's the difference between Zillow 3D Home, Zillow video walkthroughs and enhanced video walkthroughs? 

What does a finished Zillow 3D Home tour look like? 

How can I get the app? 

Can only agents and photographers create a Zillow 3D Home tour? 

Do I need a profile on Zillow to use Zillow 3D Home? 

Will my Zillow 3D home tour be posted to any other websites? 

Can I use a Zillow 3D Home tour in the MLS? 

[https://www.zillow.com/marketing/3d-home-faq/:](https://www.zillow.com/marketing/3d-home-faq/)

OPPORTUNITIES!



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Capturing free, easy 3D tours

Daniel Mudge, Rich Media Experiences





The new (virtual) reality

3D tour engagement is on the rise

In March 2020, for sale listings with Zillow 3D Home tours received ...



60%

more saves



50%

more page views

This activity is accelerating



Nearly **5x** increase in 3D Home tours created compared to February

What we'll cover

- What is Zillow 3D Home?
- How to capture a Zillow 3D Home tour
- How to manage and share your Zillow 3D Home tours

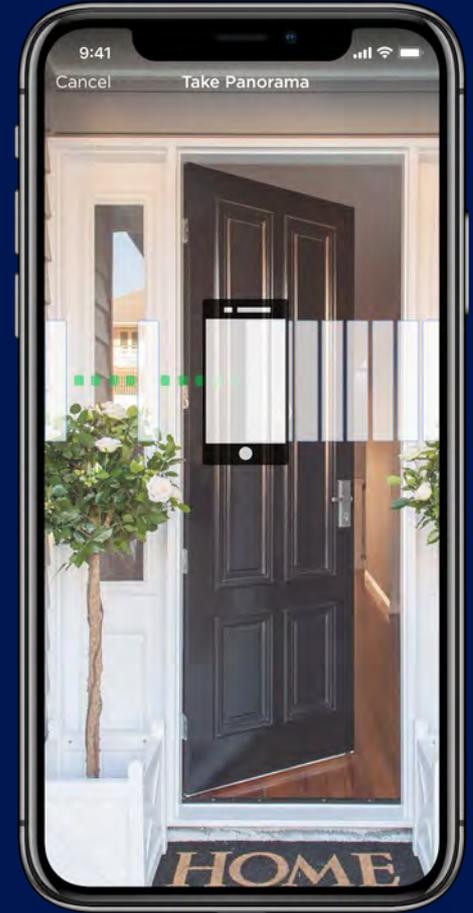
Zillow 3D Home



Simplifying the 3D tour experience

Zillow 3D Home is fast, easy and free

- **Download** our Zillow 3D Home app on iPhone
- **Log in** to existing Zillow account, or create a Zillow account
- **Capture** tours directly from your phone





Floor 1

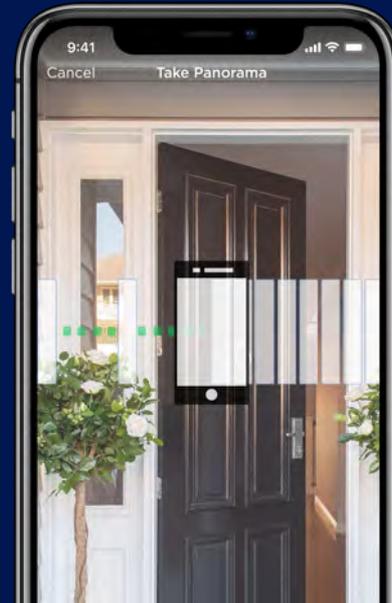


Floor 2



Floor 2

Capturing your first Zillow 3D Home tour



ZILLOW GROUP

Downloading the app

1. Open the App Store
2. Download the Zillow 3D Home app
3. Open the app and log in with your Zillow profile credentials



Starting a new tour

- Select 'Create 3D Home' > 'Use iPhone Camera'
- Choose listing address or select "Add home address later"
- Pick a location to start the tour
- Stand in the middle of the room to capture the panorama
- Hold iPhone straight up and down, arms close to chest
- Slowly turn to the right in a full 360°, capturing all frames



3D Homes



Use your iPhone (7 and above) or supported 360° camera to capture the panoramas for your tour.

[Start capture](#)

[Resume last tour](#)

[Capture tips](#)



Capture



My 3D Tours

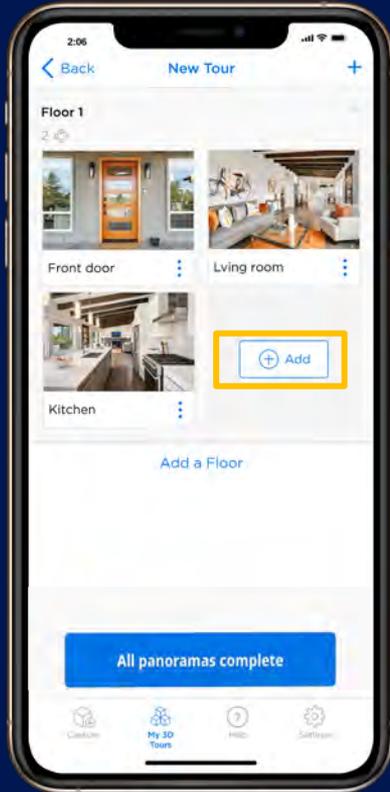


Help



Settings

Adding rooms to your tour



- After you've captured your first panorama ...
- Move to the next room you'd like to capture.
- Press 'Add' and select the room you're now in.
- Then, simply repeat capture process.

< Tours

New Tour

Floor 1

1 panorama



+ Add

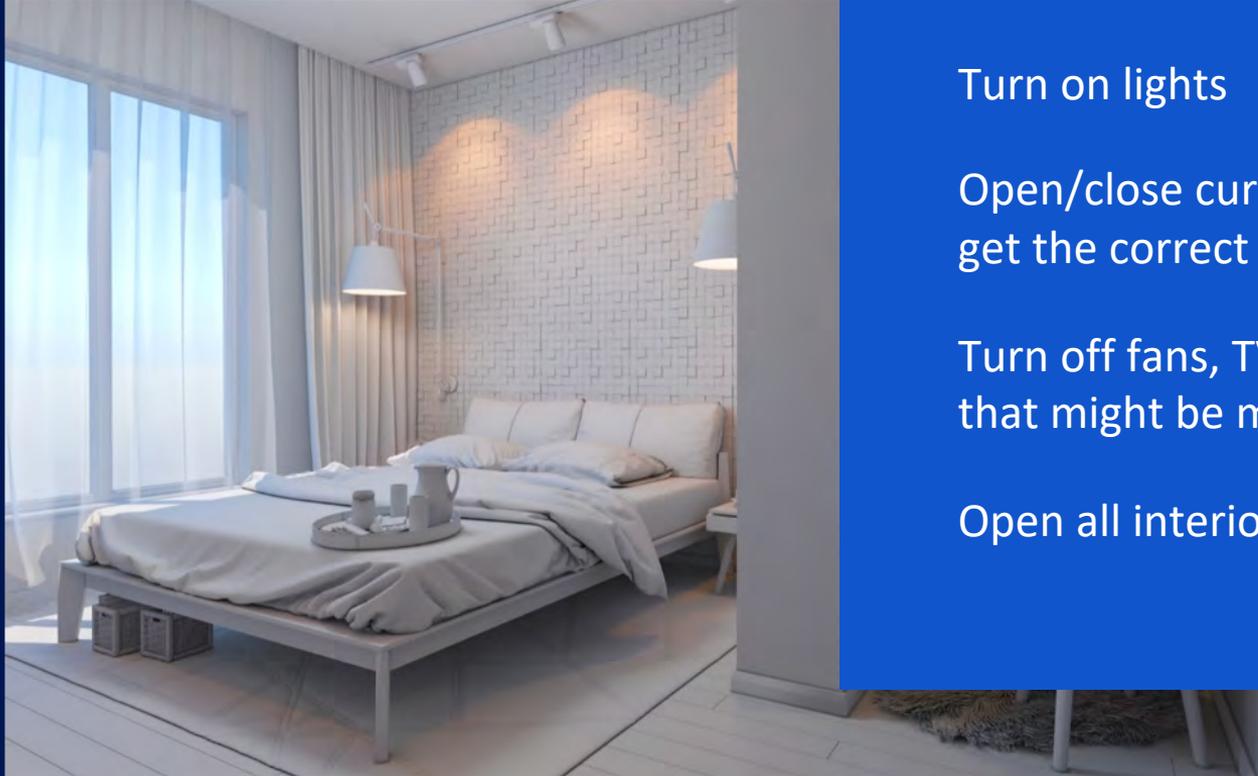
Living room



Add a Floor

All panoramas complete

Set the scene



Turn on lights

Open/close curtains to
get the correct lighting

Turn off fans, TV, etc.
that might be moving

Open all interior doors

Tips for capturing panoramas in different sized rooms

Small area

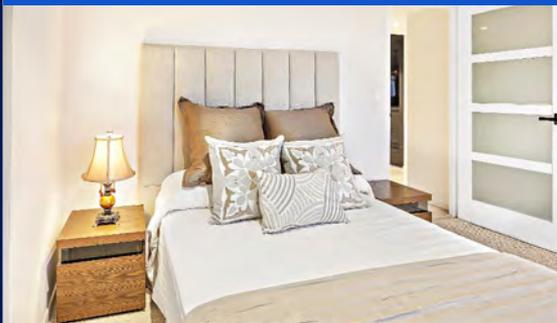
like a bathroom or closet



- Take one panorama for the entire room

Medium area

like a bedroom



- Take one panorama for the entire room

Large area/open layout

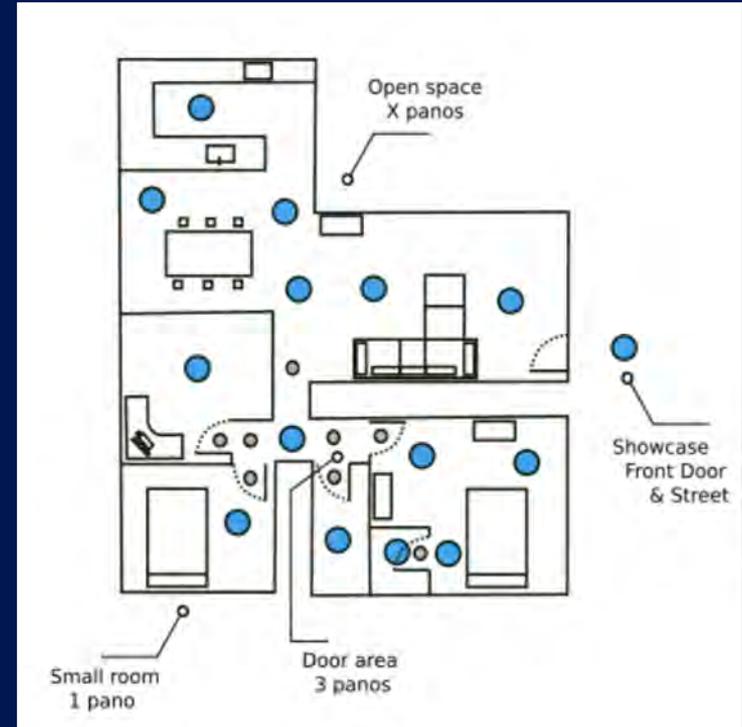
like a kitchen or dining room



- Take multiple panoramas to highlight different parts of the room

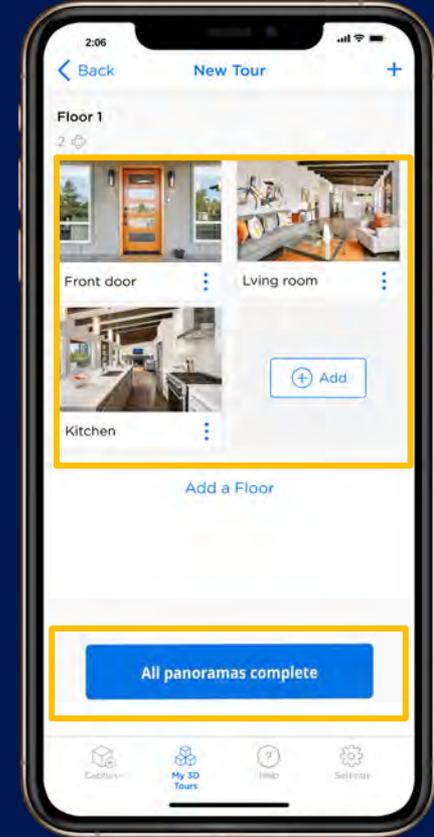
Navigating the home

- Capture at least one pano for each room
- For large spaces, capture 2 panoramas
- Be sure to capture connecting features like stairs and hallways
- Don't forget the front and back exterior of the home



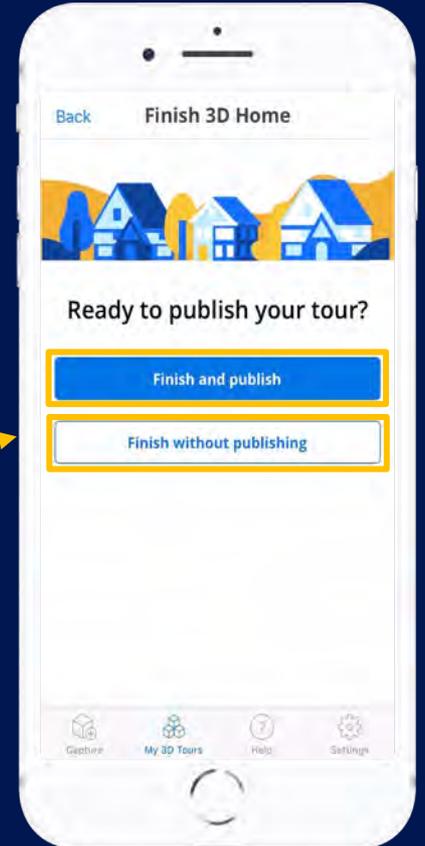
What to do when you are done capturing?

- Ensure all desired rooms are accounted for
- Click the blue “All panoramas complete” button



Publishing

- Determine if you'd like to publish your tour automatically
- If you would like to review and edit the connections before publishing, tap "Finish without publishing"



Manage and share your Zillow 3D Home tours



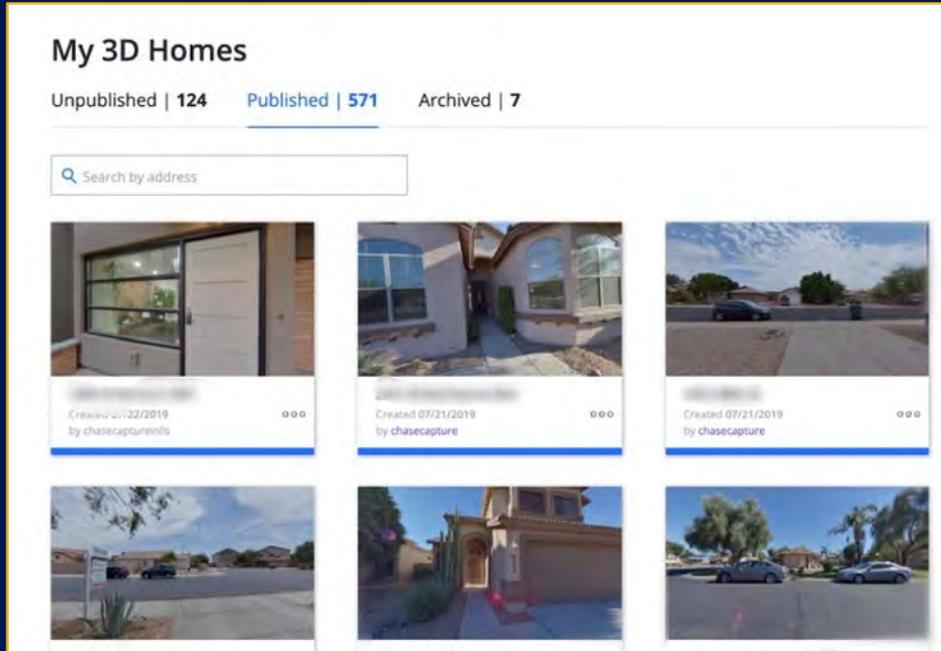
MLS



IDX



Your Zillow 3D Home dashboard



Manage tours directly from your dashboard:

- Log in to your Zillow account
- Click on “Manage my 3D Homes” or [Zillow.com/my-3d-homes](https://www.zillow.com/my-3d-homes)
- Edit, publish, and share your tours from here

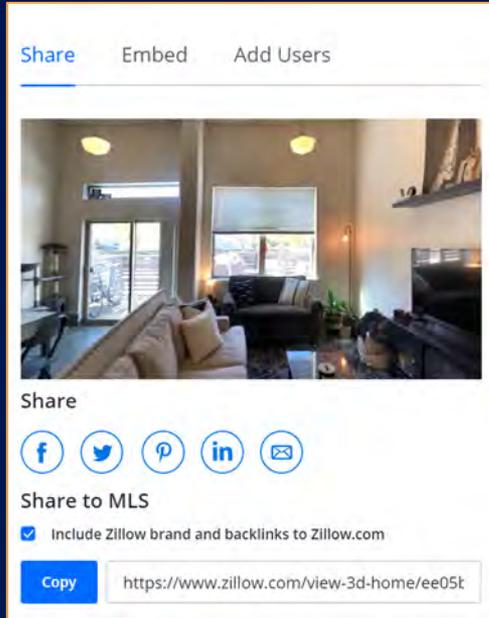
Editing your tours

The screenshot shows the 'My 3D Homes' dashboard. At the top, there is a search bar labeled 'Search by address'. Below it, there are sorting options: 'Sort By' with buttons for 'Date' (selected), 'Address', and 'Tour Status'. A list of tours is displayed for '2020 April (1)'. The first tour card is marked 'unpublished' and shows a living room. A context menu is open over the tour card, displaying the following options: 'You must provide an address to publish this tour.', 'Add tour address', 'Edit tour', 'Share', 'Manage users', and 'Archive tour'.

By selecting **edit tour** you can:

- Relabel appropriate rooms
- Adjust navigation arrows
- Set default view for panoramas
- Delete unnecessary panoramas

Sharing your tours



The screenshot shows the 'Share' settings for a 3D home tour. At the top, there are three tabs: 'Share' (selected), 'Embed', and 'Add Users'. Below the tabs is a large image of a modern living room. Underneath the image, the word 'Share' is displayed. Below 'Share' are five circular icons for social media: Facebook, Twitter, Pinterest, LinkedIn, and Email. Below these icons is the section 'Share to MLS' with a checked checkbox and the text 'Include Zillow brand and backlinks to Zillow.com'. At the bottom, there is a 'Copy' button and a text input field containing the URL 'https://www.zillow.com/view-3d-home/ee05t'.

In the **share** settings, you can:

- Share your tour through social, text links and email
- Copy and paste code to embed your tour into personal websites or blogs
- Share an unbranded version of your tour link through your local MLS

My 3D Homes

Sort By

Date Address **Tour Status**

2020 April (3)

unpublished

Add tour address

Created 04/01/2020

0 views

unpublished

Add tour address

Created 04/01/2020

0 views

unpublished

Add tour address

Created 04/01/2020

0 views

Publish the tour straight to your listing

Prominently positioned
side by side with your
listing photos



Zillow Save Share More

\$915,000 4 bd 3 ba 2,750 sqft
3771 Mountain Vista Dr., Seattle, WA 98115
For sale by owner Zestimate®: \$937,448
Est. payment: \$4,043/mo Get pre-qualified

get more info

Overview

Time on Zillow	Views	Saves
19 Days	5,408	121

Renovated in 2009, perfectly blending elegance with functional living space. Excellent floor plan with 3 beds up and 1 on main. Open living, kitchen & dining w/ huge fireplace and Sound views. Spacious kitchen featuring high-quality stainless steel appliances and fixtures...

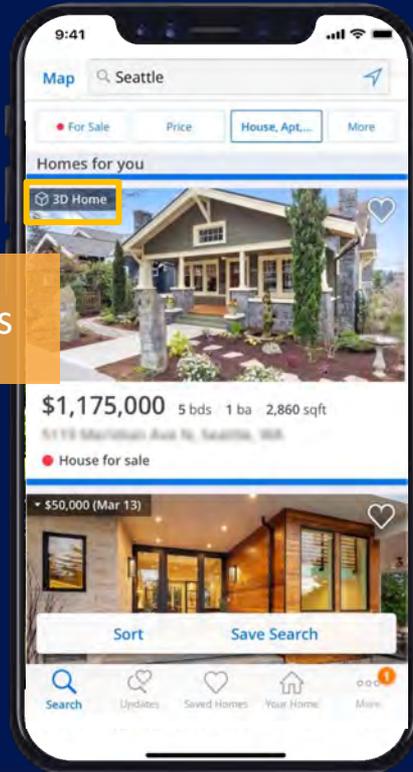
What I love about this home

Located in a friendly neighborhood w/ lots of sunlight, large backyard that is perfect for entertaining, master suite with 8 x 13' bathroom (including heated floor, two sinks, jacuzzi, door to outside and more), original oak cabinetry in kitchen...

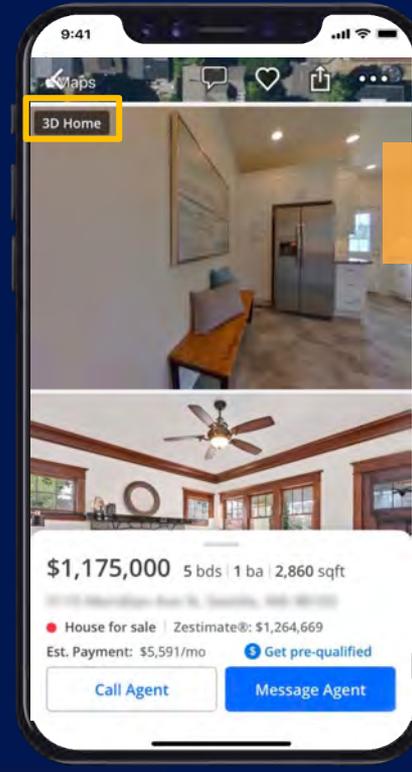
Facts and features



Listings with Zillow 3D Home tours are highlighted for buyers in our search experience, as well as on each listing page



Search results



Home details page

Common questions

- **Is there sound in the 3D Home tour?**

3D Home tours are silent and home shoppers can view them at their own pace.

- **Is this available on Android?**

The 3D Home app is only available for iPhone. And iPad when paired to a 360 camera.

- **Can I capture a 3D tour with the Zillow Premier Agent app?**

3D tours must be captured with the free Zillow 3D Home app.

- **Can I use another 360 camera?**

Yes, the Ricoh Theta V and Z1 are compatible with the Zillow 3D Home app.

Upgrade your tours with Ricoh 360 cameras



Theta Z1



Theta V

Increased field of view

Give buyers a better look with a 360 field of view

Capture a home in less time

Create a panoramic view of a room with a press of a button

Decreased upload times

More of the home on smaller file sizes



Unlocking life's next chapter

We're all in this together

Sellers



Allow buyers to experience your home safely while promoting social distancing

Agents



Help your clients sell by driving traffic to listings that shoppers can't tour in person

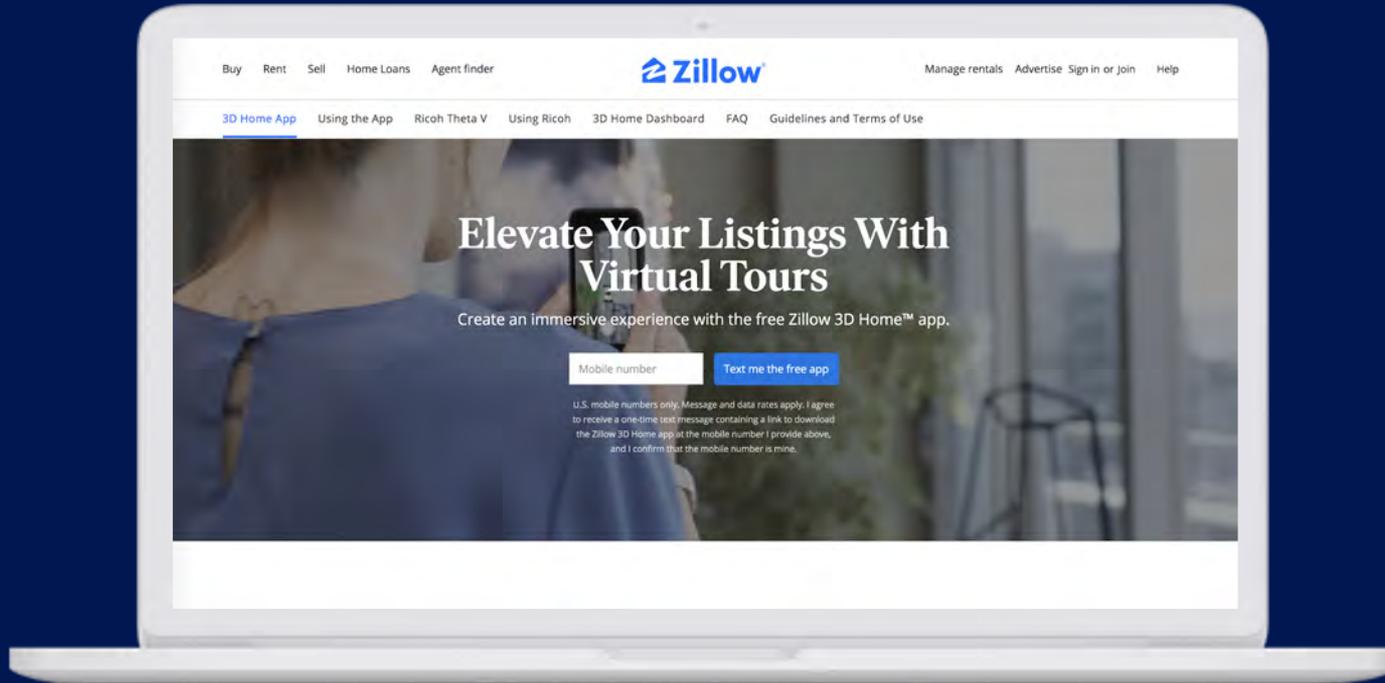
Photographers



Empower your agents to drive more buyer engagement in a remote environment

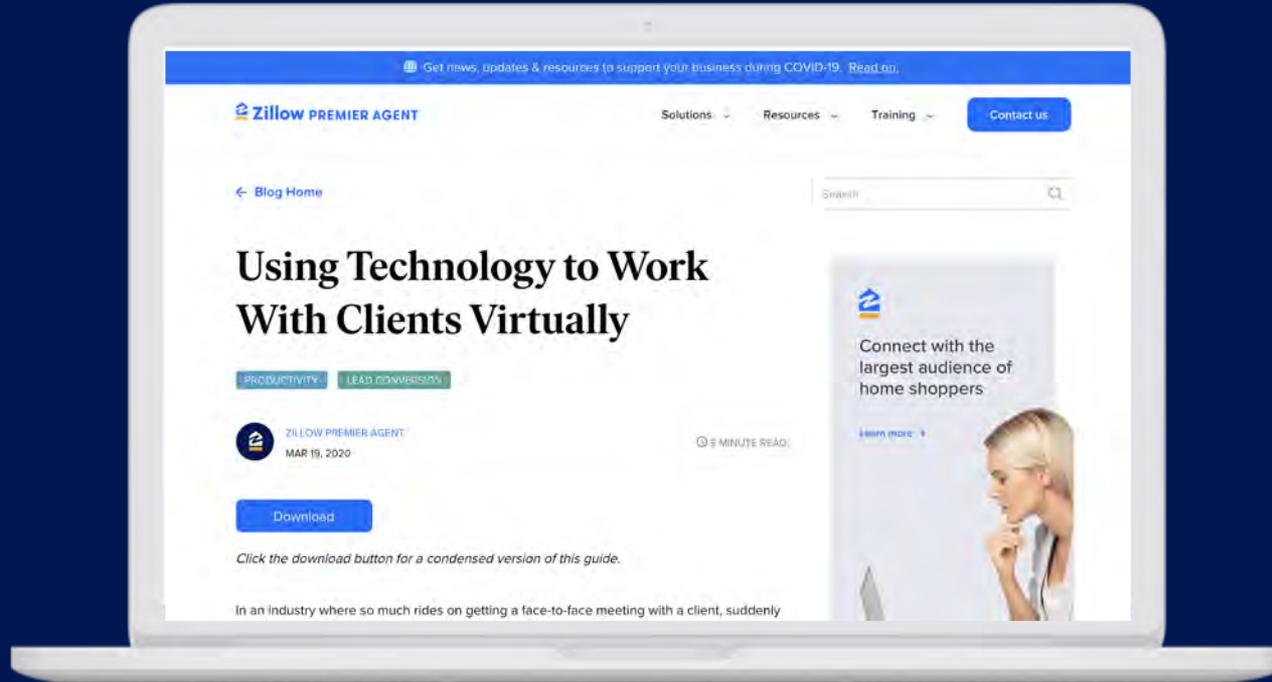
How can you learn more?

zillow.com/marketing/3d-home/



Tips for working with clients virtually

zillow.com/agent-resources/



Contact us

3DHome@ZillowGroup.com

**To download a PDF of previous presentations
& recordings, go to:**

www.HomeSmart.com/business-builder

Watch Previous Expand Your Brand Classes

Catch up on and review recorded classes from this current Business Builder series

Converting Social Media Into Cold Hard Cash

Steve Haren of Homes.com shows how social media should fit into your overall marketing campaign with tips on building audiences, ad campaigns and more.



Building Your Business and Your Brand Through Social Media

HomeSmart agents Dave and Kim Panozzo teach you how to control, leverage and present your brand online.



Build Your Own Local Referral Network Online

Todd Swicegood, Founder and Chief Visionary Officer of Referral Book, teaches you how you can start your own local referral network online.



How an Agent With an AOL Email Address Changed His Mindset About Social Media

Bobby Lieb, one of HomeSmart's top-producing agents, discusses how he went from an old-school social media skeptic to a savvy proponent of the platforms.



A 30-60-90-Day Social Media Plan for Every Agent

HomeSmart Franchise Owner Stephanie Sandoval shows how to develop and implement social media marketing plans including how using private groups on Facebook can drive 90% of your transactions.



[DOWNLOAD SOCIAL MEDIA PLAN](#)

[DOWNLOAD PDF](#)

All-In-One Session: Virtual Open Houses, Showings, Tours and Listing Presentations

In this session, Chief Industry Officer Todd Sumney will walk you through **everything** virtual open houses. From virtual showings to virtual tours to virtual listing appointments, Todd will share an overview of all these items so you can tackle your next virtual open house with confidence.



All-in-One: [How to Host Live Virtual Open Houses & Virtual Showings](#)



[DOWNLOAD SOCIAL GRAPHICS](#)

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