



HomeSMART<sup>®</sup>



HOSTING A  
SUCCESSFUL  
**VIRTUAL**



**OPEN  
HOUSE**



[HomeSmart.com/Virtual-Open-House](https://www.Homesmart.com/Virtual-Open-House)



# Todd Sumney

Chief Industry Officer  
HomeSmart International

HOME SMART  
Real Estate Made Easy.

# OPPORTUNITIES!



From Kristy Bierhaus to Everyone: 04:09 PM

Be well and safe all!

From Dell to Everyone: 04:09 PM

Wendi is terrific! I'm a huge fan!

From Joell Bourn to Everyone: 04:09 PM

Yes she is!!!

From Rosemary Reeve to Everyone: 04:10 PM

Carol... can I use the John Maxwell quote

"Social distancing does not mean  
Relationship distancing, spend time with  
others any way you can! ?

From Me to Everyone: 04:10 PM

Love that Rosemary!

From Carol to Everyone: 04:10 PM

Please do!

From Rosemary Reeve to Everyone: 04:11 PM

Hello Wendi! Hope you are great!

To: Everyone ▾

More ▾

Type message here...



7:21

5G



Write a comment...

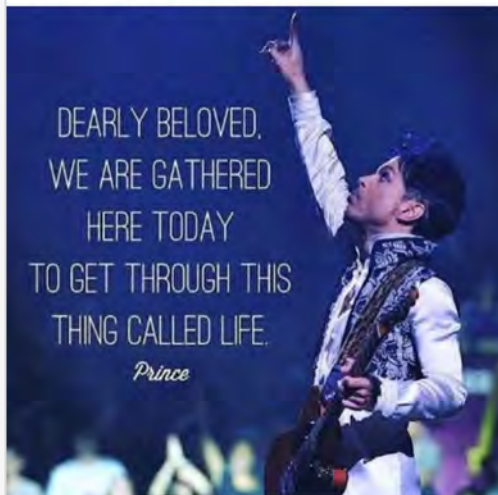


**Mike Tezak**



Yesterday at 11:31 AM · 🌐

This is pretty much on point now!



👍❤️😂 105

14 Comments 42 Shares



Like



Comment



Share



**Shannon Pezza Vinnick**



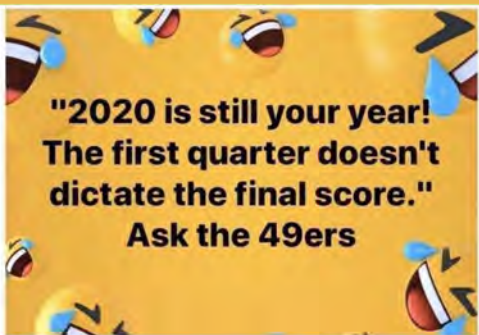
Write a comment



5:23



tim\_m\_ray 22h



Send Message

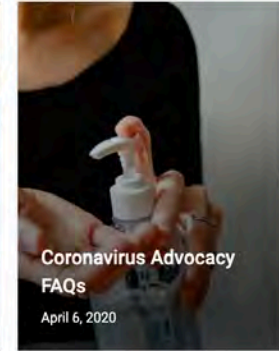
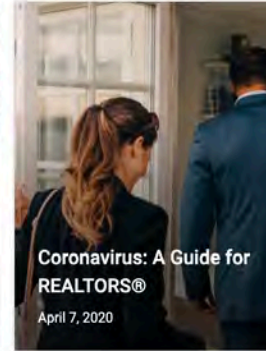


[nar.realtor/coronavirus](https://nar.realtor/coronavirus)

Latest on this topic

Show All

Search within this topic



Guidance from NAR



### Transaction Guidance During COVID-19

This is general guidance only. Members should consult their brokers, legal counsel, and government-provided public health information.



### Coronavirus: A Guide for REALTORS®

NAR is providing this guidance to help REALTORS® respond to the coronavirus's potential impact on the real estate industry.

April 7, 2020



### Coronavirus Resources & Guidance for Employers

Coronavirus guidance is rapidly changing and evolving. Resources are now available to assist REALTOR® associations & brokerages meet federal laws.



### Coronavirus: Resources for Property Owners

The following resources provide property owners with assistance during the COVID-19 crisis.

March 20, 2020

IF YOU CAN  
CHOOSE YOUR

*spouse*  
ONLINE

YOU CAN  
CHOOSE YOUR

*house*  
ONLINE





## Open House

**New Open House Entry**

MLS #: 5544979  
814 S Melody Ln, Tempe AZ 85281

Type: **Select One** ▼

Select One

In-Person

**Virtual**

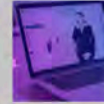
Links to virtual open houses must be from one of these services:

- [BlueJeans](#)
- [Facebook Live](#)
- [Google Meet](#)
- [GoToMeet.Me](#)
- [GoToMeeting](#)
- [GoToWebinar](#)
- [join.me](#)
- [Microsoft Teams](#)
- [RingCentral](#)
- [Skype](#)
- [WebEx](#)
- [Whereby](#)
- [YouTube Live](#)
- [Zoho Meeting](#)
- [Zoom](#)

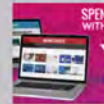


The Virtual  
Breakdown: Open  
Houses, Tours,

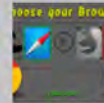
Showings and Videos



March 31, 2020  
Virtual Open  
Houses, Showings  
and More



March 25, 2020  
Have Some  
Downtime? Spend  
it with ARMLS!



March 19, 2020  
How Your  
Browser/OS Affects  
Your Products



March 10, 2020  
Understanding  
Clear Cooperation



March 9, 2020  
Introducing  
Coming Soon  
Status

## ARCHIVES

[smarter-archives]



**Time:**

**Type:** In-Person Open House

**Listed by:** Nicole Kobey-Ryan of Realty Executives (reax09) (480) 948-9450

**Address:** 7518 E Sweetwater AVE, Scottsdale, AZ 85260

**Price:** 1,150,000

**#** 3.50

**Bathrooms:**

**#** 5

**Bedrooms:**

**Directions:** Just North of Cactus from Scottsdale Road go East on Sweetwater Avenue to 75th Street and house is on the left.

**Comments:** Just call or text and I am next door and can meet you and have everything opened at anytime.

**Scheduled** Thursday, April 9, 2020 11:00 AM to 01:00 PM

**Time:**

**Type:** Virtual Open House

**Open** [Attend Virtual Open House](#)

**VIRTUAL**

**House**

**Link:**

**Listed by:** Stephanie Kaufman of HomeSmart (crl01) (602) 230-7600

**Address:** 10055 E MOUNTAINVIEW LAKE DR 1069, Scottsdale, AZ 85258

**Price:** 288,000

**#** 2.50

**Bathrooms:**

**#** 2

**Bedrooms:**

**Directions:** N/A

**Comments:** Please join us for a LIVE Virtual Open House!

**Scheduled** Thursday, April 9, 2020 11:00 AM to 04:00 PM

**Time:**

**Type:** In-Person Open House

**Listed by:** Beth M Rider of Keller Williams Arizona Realty (kwaz10) (480) 767-3000

**Address:** 29967 N WHIPSAW RD, Peoria, AZ 85383

**Price:** 488,500

**#** 3

**Bathrooms:**

**#** 3

**Bedrooms:**

6052242



5988552



9:41 AM Wed Jul 17



**Prospective Buyers**



**Buyer's Agent**



**Seller's Agent**



effects



mute



flip



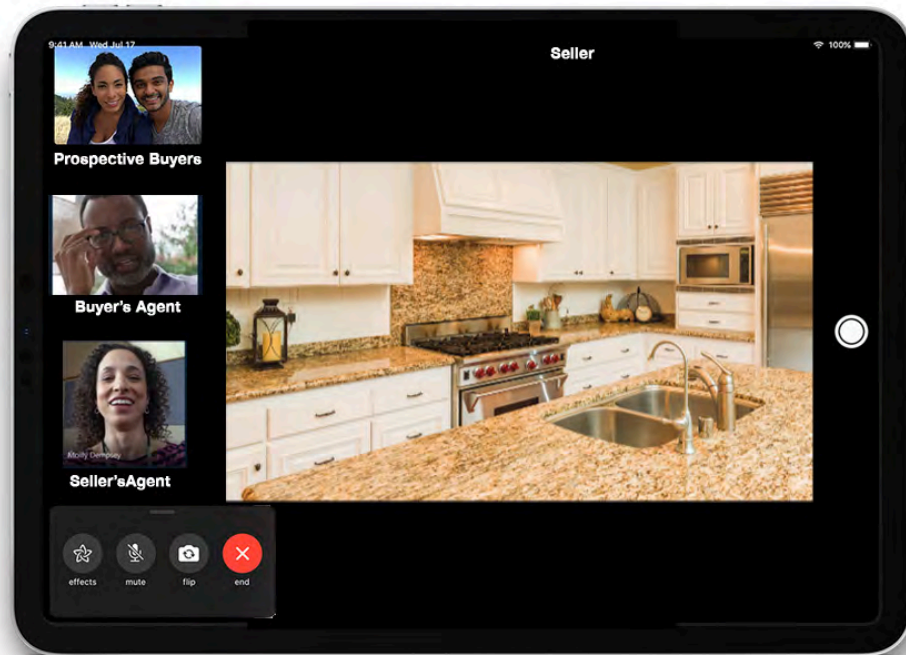
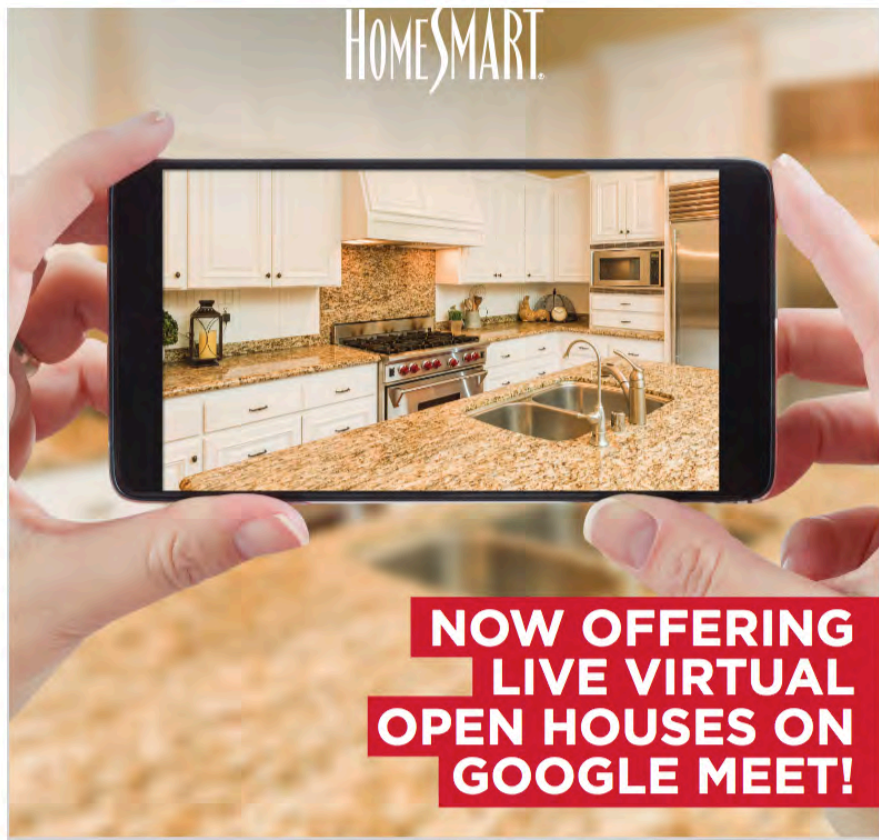
end



100%

**Seller**







### **What is an open house?**

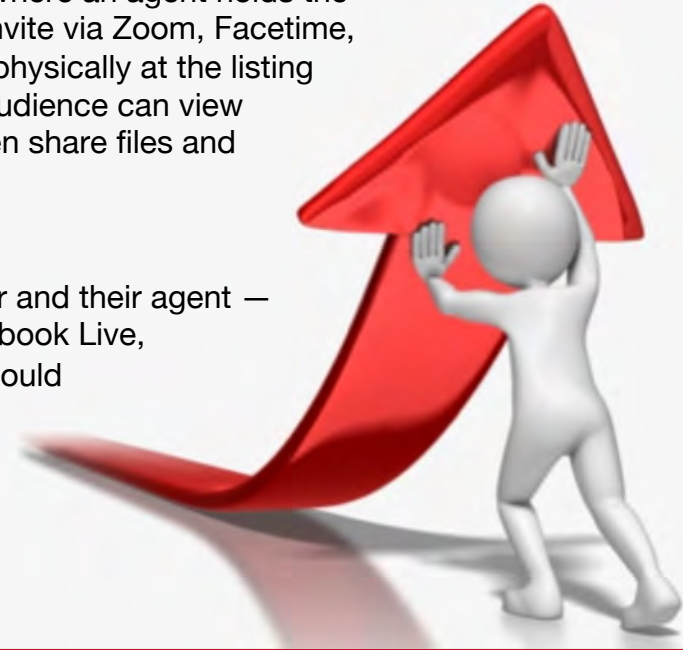
An open house is a scheduled event at a designated time where an agent holds the house “open” for potential buyers to walk through. Also called a "Physical Showing" or a "Traditional In-Person Open House."

### **What is a “LIVE Virtual Open House?”**

A virtual open house is a "live" scheduled event for a designated amount of time where an agent holds the house “open” but hosts it virtually by posting an invitation link or sending out an invite via Zoom, Facetime, Facebook Live, FaceBook Messenger, etc. Here, the Home Seller or the agent is physically at the listing and gives a tour of the property via meeting or virtual software. The open house audience can view the live stream and can interact with the agent and ask questions. Agents can even share files and other information and screens as well.

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A virtual showing is where an agent schedules a showing with a prospective buyer and their agent — but hosts it virtually by setting up and sending an invite via Zoom, Facetime, Facebook Live, FaceBook Messenger, etc. With a virtual showing, the Homeowner or the agent would physically be at the listing and would give a tour of the property to prospective buyers and their agents. It’s different from a Virtual Open House because it is a one-on-one meeting. The client can view the live stream and can interact with their agent and ask questions.





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A virtual REALTOR® tour is a “live” scheduled event when an agent shows a group of buyer’s agents a property virtually using a tool like Zoom, Facetime, Facebook Live, FaceBook Messenger, etc. Here, the Home Seller or the agent is physically at the listing and gives a "live" tour of the property via meeting or virtual software.

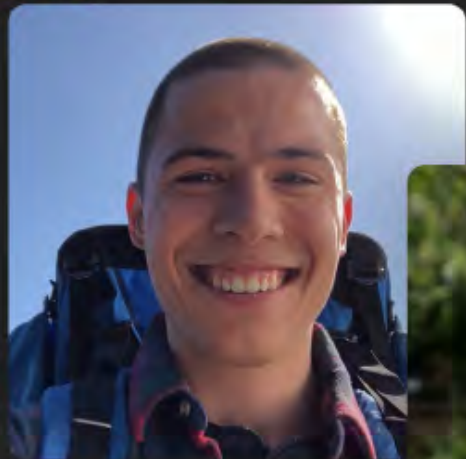
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**WE  
NOW  
OFFER  
PERSONALIZED  
LIVE TOURS  
VIA FACETIME  
& SKYPE!**



# HomeSmart is The FIRST Company in the Nation To:

- Provide “LIVE Virtual Showings” in mass
- Provide “LIVE Virtual Open Houses” in mass
- Hold a “Nationwide LIVE Virtual Open House Weekend”





# Save the Date!

HOMESMART NATIONAL  
OPEN HOUSE WEEKEND

JULY 14 & 15



# Save the Date!



HOMESMART NATIONAL  
OPEN HOUSE WEEKEND

JULY 14 & 15

DETAILS TO FOLLOW

# Save the Date!



HOMESMART NATIONAL  
OPEN HOUSE WEEKEND

JULY 14 & 15

\$1,000\*  
PRIZE!

LET'S HEAT UP YOUR BUSINESS THIS SUMMER!  
JOIN HOMESMART AGENTS ACROSS THE COUNTRY AND  
HOLD OPEN HOUSES IN YOUR NEIGHBORHOOD!

\* EACH OPEN HOUSE HELD INCREASES  
YOUR OPPORTUNITY TO WIN THE DRAWING.  
MORE DETAILS NEXT WEEK.

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owned and operated.



# HOMESMART

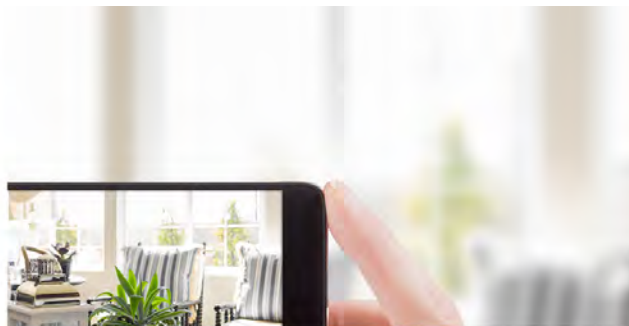


HOME SMART.

VIRTUAL  
**OPEN  
HOUSE**  
WEEKEND



HOME SMART.



**VIRTUAL  
OPEN**

**HOUSE  
WEEKEND**



**COMING  
SOON**

**HOME SMART.**

**NOW OFFERING  
LIVE VIRTUAL  
OPEN HOUSES  
VIA ZOOM!**

HOMESMART.



HOMESMART.

HOME SMART.



**NOW OFFERING  
FACEBOOK LIVE  
VIRTUAL OPEN  
HOUSES!**

HOME SMART.

**TEACH**  
**TRY**  
**PRACTICE / USE**  
**BECOME EXPERTS**  
**LEAD THE WAY**



# CONTEST!



# **THIS WEEK: Complete 4**

- 1— Call 100 People**
- 2— Text 100 People**
- 3— Attend the 4 Virtual Real Estate trainings**
- 4— Post 10 Times in the Next week on Social**
- 5— Set Up Your Zoom Acct / Do a Zoom**
- 6— Use The HomeSmart Zoom Backgrounds**
- 7— Do a LIVE Virtual Listing Appt, or  
Live Virtual Showing, or  
Live Virtual Open House**



**In The Comments Section of My Contest Post  
in SmartAgent I.D.E.A.S. Facebook Group, type:**

**“I’M ALL-IN on  
VIRTUAL REAL ESTATE”**



## Fwd: Virtual Showing of Homes results in Purchase Offer

Inbox X



**Felice Katz-Bobo**

to me, Ashley ▾

Apr 11, 2020, 6:39 AM (2 days ago)



Just thought I share a success story. Feel free to use if you would like too.

Sent from my iPhone

Begin forwarded message:

**From:** Troy Brown Biz <[troy.brown.biz@gmail.com](mailto:troy.brown.biz@gmail.com)>

**Date:** April 10, 2020 at 11:14:31 PM MST

**To:** Felice Katz-Bobo <[felice@theboboteam.com](mailto:felice@theboboteam.com)>, John Bobo <[john@theboboteam.com](mailto:john@theboboteam.com)>

**Subject:** Virtual Showing of Homes results in Purchase Offer

To whom it may concern,

Given the current CoVid-19 conditions in which we all endeavor to remain safe and provide the top level of service to our clients, my team and I have discovered a simple and highly effective method to show homes on a virtual platform for increased safety of all involved.

Today marked a new approach to showing properties on a virtual platform that will be incorporated into my team's processes and systems moving forward, even post-CoVid-19. After successfully showing three homes I was able to write an offer for my clients who are over three hours away from the actual properties adhering to our governor's social distancing measures.

Technology and fortitude made it all possible.

Troy A. Brown, Realtor & Author

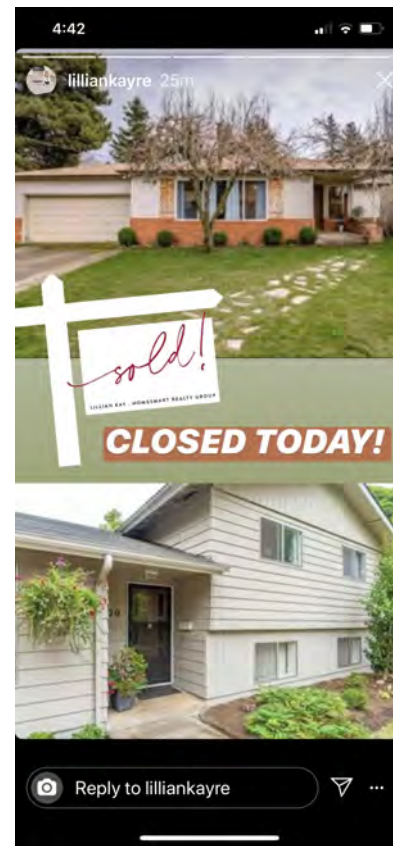
HomeSmart Professionals

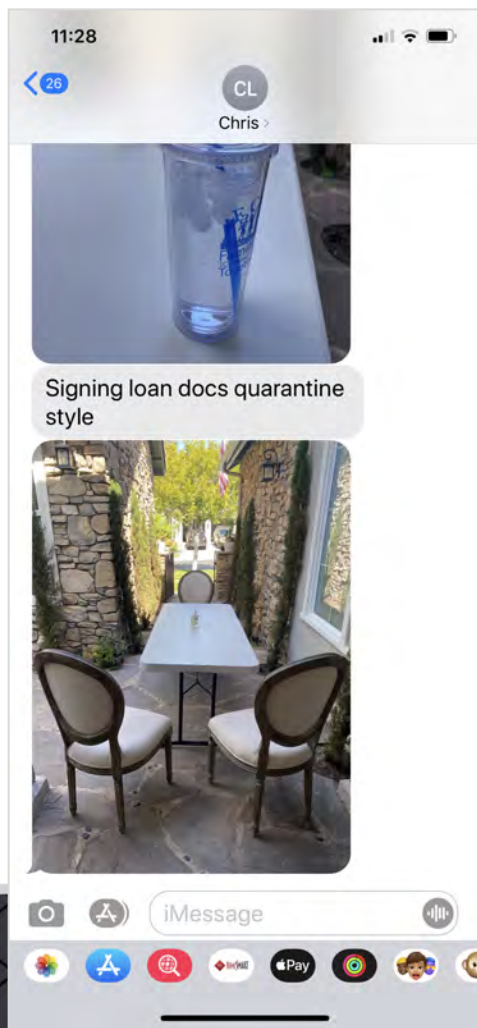
928-368-7130 cell

[Troy.Brown.Biz@gmail.com](mailto:Troy.Brown.Biz@gmail.com)

[www.BaldGuy.biz](http://www.BaldGuy.biz)







# **CLASS 2- MARKETING!**

**HOW TO MARKET VIRTUAL**



**1. PROMOTE**

**2. DAZZLE**

**3. CONVERT**

**1. PROMOTE**

**(before)**

**2. DAZZLE**

**(during or @)**

**3. CONVERT**

**(after)**



**MORE  
TRANSACTIONS?**

# 1. Consistent Verbiage

## HOW TO MARKET VIRTUAL



### **What is an open house?**

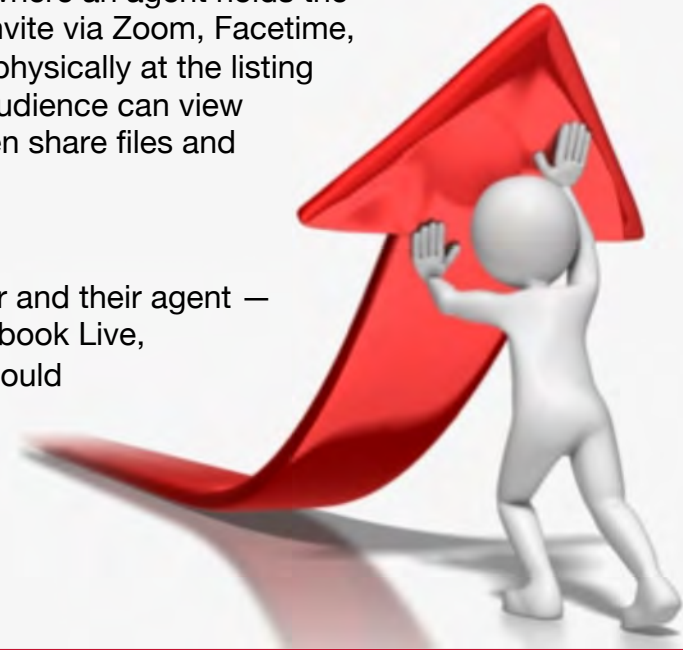
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- **“LIVE Virtual Open House”**
- **“LIVE Virtual Showing”**
- **“LIVE Virtual REALTOR® Tour?”**
- **“LIVE Virtual Listing Appointment?”**



# VERBIAGE TO EDUCATE REALTORS & CONSUMERS

## “LIVE Virtual Showings”

### **Tour This Home "Live" From The Comfort of Your Own Home!**

Call or Text the number on the yard sign  
to set up Your "Live Virtual Showing"  
Via Zoom or Facetime

### **Tour This Home via Zoom or Facetime From The Comfort of Your Own Home!**

Call or Text the number on the yard sign  
to set up Your "Live Virtual Showing"

Instead of Surfing Your TV for Movies,  
Tour This Home "Live" From  
The Comfort of Your Own Home!  
Call or Text the number on the yard sign  
to set up Your **"Live Virtual Showing"**

# **VERBIAGE TO EDUCATE REALTORS & CONSUMERS**

## **“LIVE Virtual Open Houses”**

### **Tour This Home "Live" From The Comfort of Your Own Home!**

Call or Text the number on the yard sign  
to see this home during our "Live Virtual  
Open House" Via Zoom or Facetime

### **Tour This Home via Zoom or Facetime From The Comfort of Your Own Home!**

Call or Text the number on the yard sign  
to see this home during our "Live Virtual  
Open House"

Instead of Surfing Your TV for Movies,  
Tour This Home "Live" From  
The Comfort of Your Own Home!  
Call or Text the number on the yard sign  
to see this home during our  
**"Live Virtual Open House"**

# **Social Post, Email, Postcards, Print, MLS Remarks, Business Cards, Magnets, etc.**

## **Tour This Home "Live" From The Comfort of Your Own Home!**

Click here- or call, text or email me to see this  
home during our "Live Virtual Open House"  
Via Zoom or Facetime

## **Tour This Home via Zoom or Facetime From The Comfort of Your Own Home!**

Click here or call, text or email me to see this  
home during our "Live Virtual Open House"

Instead of Surfing Your TV for Movies,  
Tour This Home "Live" From  
The Comfort of Your Own Home!

Click here, or call, text or email me to see this  
home during our "**Live Virtual Open House**"

Idea... T-Shirt –

# Do You Zoom?



Ask me about  
**“LIVE Virtual Showings” &  
“LIVE Virtual Open Houses”**  
**From The Comfort of Your Own Home!**



# 2. MLS Marketing

## HOW TO MARKET VIRTUAL



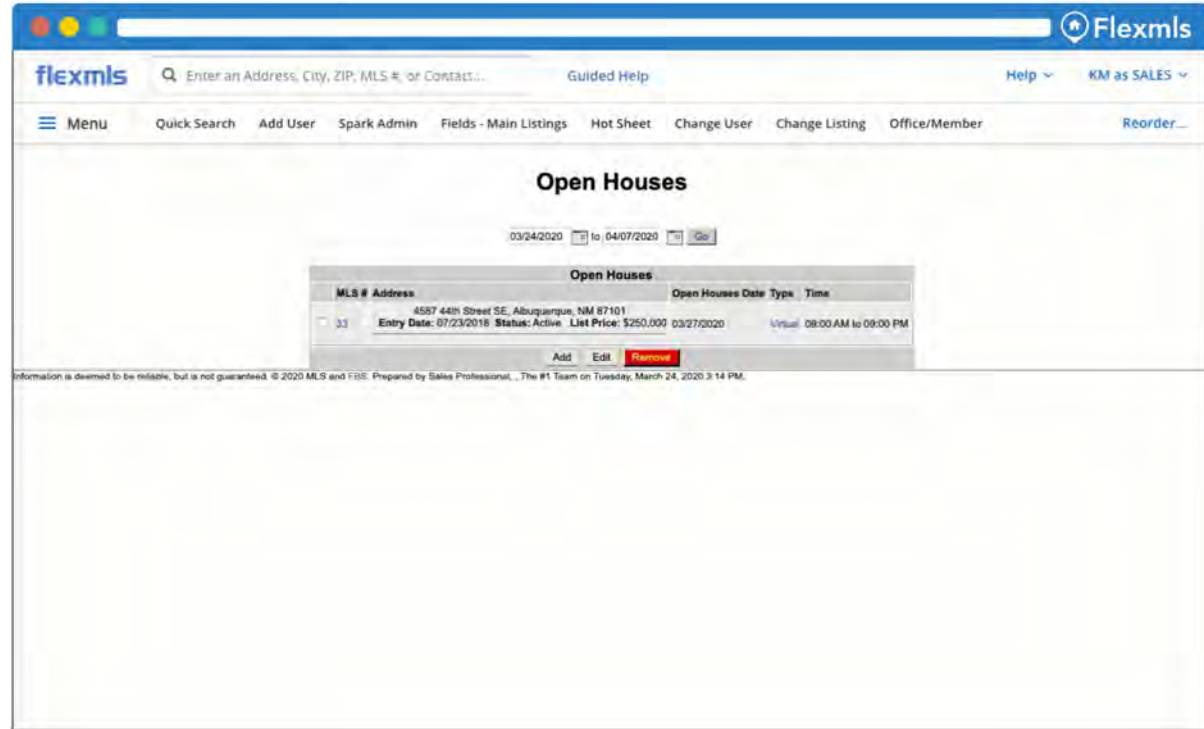
# Flexmls

[Flexmls Virtual Open House Video](#)

1. To add, click Change Listing under the Add/Change section of the Flexmls menu.
2. Select your listing, then select Open House under Scheduled Marketing Activities section.
3. Select Virtual in the dropdown.
4. Paste URL link to your virtual open house into the link field.

Please note that:

- Only post links to live online events that will be held at a scheduled date and time.
- Post pre-recorded videos and virtual tours in the Videos and Virtual Tours section of the listing instead.
- Virtual open houses are not the same as virtual tours.



- When viewing listings on the search results page, click Detail tab, and then click Open Houses or Tour of Homes link.
- For virtual open houses, a clickable link will be displayed in the new link field
- To search for virtual open houses, under Daily Functions on the menu, click tour/open houses and enter search parameters.

**1 - Residential**

Work on behalf of ... Share E-Mail Save Print CMA

EDIT SEARCH LIST **DETAIL** PHOTOS MAP COMPARE MESSAGES

Results: 6 Selected: 0

Date	Time	Open House Link	Comments	Directions	Leave Feedback
03/27/2020	09:00 AM - 09:00 PM	<a href="#">Join my online Open House</a>		N/A	<a href="#">Feedback</a>

Hosted By: Listing Agent  
Hosted Phone: 123-456-7890

**Open House From 3/24/2020 To 3/30/2020**

Select MLS #

33

**Open House Information**

Scheduled Time: Friday, March 27, 2020 09:00 AM to 09:00 PM

Type: Virtual Open House

Open House Link: [Join my online Open House](#)

Listed by: James Walsh of FBS Office 2 (E8901)

Hosted By: Listing Agent

Hosted Phone: 123-456-7890

Address: 4587 44th Street SE, Albuquerque, NM 87101

Price: \$250,000

Baths - Total:

Bedrooms: 3

Directions: N/A

Comments: Custom built rambler located in beautiful Ashmoor Glen on over 1/2 acre lot. The main level features an open concept kitchen with custom cabinetry and quartz counter-tops, large center island, pantry, 11 foot ceiling gas fireplace and beautiful engineered hardwood floors. Master suite features trayed ceiling VYIC, large quartz vanity and tiled walk in shower. Two large bedroom, full bathroom and the laundry/mud room finish off this main level. Basement is finished with two additional bedrooms, a full bathroom wet bar, large family room pre-wired for surround sound & Projector an office/bonus room and exercise room! The over-sized 3 stall garage is heated with plenty of room for storage and work area. You will fall in love with the huge fully fenced back yard and above ground pool.

Show Selected Only

# Paragon MLS

## CRMLS Paragon Virtual Open Houses Options

1. In Paragon, click on Listings > Maintain Listings
2. Click on Select an Action and then select Add/Edit Open House.
3. Click on Add New. Check the box next to Live Stream and paste the link/URL in the Live Stream URL field.
4. Select date and time, add optional comments, and select save.

The screenshot shows the 'Add New' form for an Open House in the Paragon MLS system. The form is titled 'Add New' and has a 'Save' button in the top right corner. The form includes the following fields:

- Open House ID**: A text field with a value of '7/13/2019'.
- Date**: A date picker showing '7/13/2019'.
- Time**: A time picker showing '11:00 AM'.
- Live Stream**: A checkbox that is checked.
- Live Stream URL**: A text field for pasting the live stream link.
- Time Start**: A time picker showing '1:00 PM'.
- Time End**: A time picker showing '1:00 PM'.
- Time Zone**: A dropdown menu showing 'Pacific Time'.
- Comments**: A text area for optional comments.

A calendar is visible in the background, showing the month of April 2020. The date '7/13/2019' is highlighted in the calendar.



Searching for a Virtual Open House is very similar to searching for a traditional one.

- [illegible]

 ◀ 1 of 25 ▶	MLS #:		Class:	RESIDENTIAL	Event Date:	04/07/2020 10:00:00 AM
	Status:	ACTIVE	List Price (H):		Event Start Time:	10:00 AM PDT
	Address:		County:	San Diego	Event End Time:	10:30 AM PDT
	City:		Zip:		Event Type:	Open House
	Map Coordinates:		Bedrooms:	2	Event Group:	
	Baths Full:	1	Baths Half:	1		
<div>Open House Type: Virtual Live Stream URL: <a href="https://zoom.us/j/Cpqj/dsH72M">https://zoom.us/j/Cpqj/dsH72M</a></div> <div>Comments:</div>						

# Matrix

## CRMLS Matrix Virtual Open Houses Options

1. After logging into Matrix, click on Add/Edit tab.
2. Under the Quick Modify drop-down menu, select the listing to which you want to add an open house.(You can also type the MLS # into the MLS # field and click Edit.
3. On the Modify Listing Screen, click Open House. Enter the Date, Time and select the Open House Type. Select Virtual Public to stream to the public and Virtual Broker to hold a Virtual Broker Open House.
4. Enter the URL for your Virtual Open House into the Virtual Open House URL field.



The screenshot shows the 'Modify Listing' screen in the Matrix system. A red rectangular box highlights the 'Open House Type' and 'Virtual Open House URL' fields. The 'Open House Type' dropdown menu is open, showing two options: 'Virtual Public' and 'Virtual Broker'. The 'Virtual Open House URL' field contains the text 'https://VirtualOpenHouseURL.com'. A red arrow points from the right side of the form towards the highlighted area. Other fields visible include 'Date:', 'Time:', 'Showing Agent:' (with a 'Refresh' button), 'Attended:', 'Refreshments:', 'Drawing:', and 'Comments:'.

# Showingtime

## Virtual Showing Guide

1. Copy your video conferencing link to paste into ShowingTime.
2. Log into ShowingTime and click into Listing Setup.
3. You can change the Appointment Type to Courtesy Call or Go and Show. This will automatically give the buyer's agent access to your video conferencing link.
4. Under Access Details of a specific listing, change how the agent can access home to Other and paste your video conferencing URL link into the Access Notes field.
5. Enter in your virtual open house details into the Additional Notes field so agents know when the link will be live.



----- Forwarded message -----

From: ShowingTime on behalf of Todd J. Smith <[callcenter@showingtime.com](mailto:callcenter@showingtime.com)>  
Date: Mon, Mar 23, 2020 at 12:30 PM  
Subject: FEEDBACK REQUESTED | 2205 W RIVER ROCK Trail, Phoenix, AZ 85086  
To: <[tjs@toddsmith.com](mailto:tjs@toddsmith.com)>



### Feedback Requested for your Showing



**2205 W RIVER ROCK Trail**  
Phoenix, AZ 85086

\$475,000 | CCBS (CONTRACT CONTINGENT ON

BUYER SALE) | MLS# 5998630

**Subdivision:** ANTHEM UNIT 31

**Presented by:** Todd J. Smith

#### Appointment Details



Showing



Mon, March 23, 2020



12:00 PM - 12:30 PM



Thank you for showing my listing. The seller would appreciate any feedback. Simply click on the link below to answer a few quick questions.

 [Give Feedback](#)

#### Listing Presented By



**Todd J. Smith**

HomeSmart

(602) 329-9808 (Mobile Phone)

(602) 889-2147 (Office Direct Line)

(602) 230-7600 (Office Main Line)

[tjs@toddsmith.com](mailto:tjs@toddsmith.com)

# Showingtime

[Virtual Showing Guide](#)

**HOME SMART**  
Real Estate Made Easy



## How to Schedule a Virtual Showing:

**Step 1:** Select the property you want to show and click the 'schedule a showing' button in your MLS platform (ShowingTime Appointment Center and ShowingTime Front Desk users can select the property from within their ShowingTime product).

**Step 2:** Within ShowingTime, select a date and time for the appointment from the times available on the calendar. This will prompt the appointment details screen to appear.

**Step 3:** Select *Virtual Showing* as the type of appointment. You have the option to add a note for the listing agent where you can indicate what streaming video technology you and your client would prefer to use. The listing agent will receive this information along with the showing request.

The Virtual Showing appointment type will be indicated in the Listing Activity Report to most accurately reflect all showing information for the listing.

Listing Activity Report for 4610 West 158th, Charleston, SC 29403 (2498593)		
Snapshot for March 15, 2020 - Apr 07, 2020		
 <a href="#">Back to Listing</a> <a href="#">Homeowner's Version</a> <a href="#">Change Date Range</a> <a href="#">Display Options</a> <a href="#">Add Activity</a> <a href="#">Send Notification</a> <a href="#">Email Report</a> <a href="#">Attachments</a> <a href="#">Print Report</a> <a href="#">Download PDF</a>	Listing ID: 2498593 Address: 4610 West 158th, Charleston, SC 29403 Price: \$642,500 Status: Active	
	Feedback Responses	
	Activity Details	Showing Agent
	Showing: 3/24/2020 9:00 AM - 9:15 AM	Paula Chiffa Cowan Group Real Estate
	Showing: 3/21/2020 12:00 PM - 12:30 PM	William Tobias Show Street Realty Company
Listing Activity Details		
Activity Type	Activity Date	Showing Agent
Future Virtual Showing (2020/03/15)	04/07/2020 11:15 AM - 11:30 AM	Allison The Weston & Brett Sella Admin@ST

## Frequently Asked Questions:

### What is a virtual showing?

A virtual showing is when the buyer and showing agent view the property, but are not physically present at the location.

- **Real-Time Video Showing:** The showing is conducted using streaming video technology.
- **Recorded Video Showing:** Any type of home walkthrough that was prerecorded. The video can be shared using a video hosting platform.
- **Virtual Tour Showing:** An agent creates a 360-degree view of a property online using a virtual tour platform.

### How are virtual showings different than a standard showing?

In terms of the system, the process the showing agent and the listing agent goes through is the same. This appointment type is a new label so that all notifications will clearly state that this is a Virtual Showing rather than a Showing, 2nd Showing, or 3rd Showing.

### Does the listing agent still have control as to who accesses the home?

Yes – however, once the appointment is confirmed the access details from the listing worksheet will be shared with the Showing Agent.

### Can the listing agent set a property to only allow virtual showings?

Not yet, but it's currently in development. When this feature is live, listing agents will be able to set a listing to virtual showings only.

### Why should I use ShowingTime to facilitate a virtual showing?

By using ShowingTime to facilitate virtual showings, listing agents can accept appointments, track all activity on the listing, request feedback and more.

Recorded videos and virtual tours are often used as marketing tools to increase buyer interest and engagement. When leveraged with ShowingTime, listing agents can require a confirmed showing appointment to view these tours, which can be tracked to provide meaningful activity reports for clients. This also allows listing agents to identify legitimate buyers planning to make a purchase.

### Who is the camera person for a real-time video showing?

- **Listing Agent:** If the seller leaves their home but the showing agent is unable to physically go to the home, the listing agent will be the camera person.
- **Seller:** In most areas where "shelter in place" is being enforced, the seller will be the camera person with the listing agent, showing agent and the buyer on the video call. The listing agent should address any questions during the showing.
- **Showing Agent:** If the buyer cannot physically attend the showing but the showing agent can and in-person showings are allowed, the showing agent will be the camera person. This is common for agents who traditionally work with military or out-of-state clients.



# Showingtime

[Virtual Showing Guide](#)

----- Forwarded message -----

From: **ShowingTime** on behalf of **Todd J. Smith** <[ts@toddsmith.com](mailto:ts@toddsmith.com)>

Date: Mon, Mar 23, 2020 at 12:30 PM

Subject: FEEDBACK REQUESTED | 2205 W RIVER ROCK Trail, Phoenix, AZ 85086

To: <[ts@toddsmith.com](mailto:ts@toddsmith.com)>



## Feedback Requested for your Showing



**2205 W RIVER ROCK Trail**  
Phoenix, AZ 85086

\$475,000 | CCBS (CONTRACT CONTINGENT ON

BUYER SALE) | MLS# 5998630

**Subdivision:** ANTHEM UNIT 31

**Presented by:** **Todd J. Smith**

### Appointment Details



Showing



Mon, March 23, 2020



12:00 PM - 12:30 PM



Thank you for showing my listing. The seller would appreciate any feedback. Simply click on the link below to answer a few quick questions.

 [Give Feedback](#)

### Listing Presented By



**Todd J. Smith**

HomeSmart

(602) 329-9808 (Mobile Phone)

(602) 889-2147 (Office Direct Line)

(602) 230-7600 (Office Main Line)

[ts@toddsmith.com](mailto:ts@toddsmith.com)


**HOME SMART**  
Real Estate Made Easy

# 3. New Marketing Assets

Download @  
[HomeSmart.com/virtual-open-house](https://HomeSmart.com/virtual-open-house)



# homesmart.com/consumer-virtual-open-house



**BUYING OR SELLING**

**A HOME VIRTUALLY**

**Let's buy or sell your home without having to step outside your front door!**

The well-being of you, your family and your community members is what's most important to us, but helping you continue the important process of buying or selling a home is also our priority.

In traditional markets, hosting an open house is one of the most proven approaches to the home buying or selling process. For buyers, open houses are the perfect way to tour properties and picture yourselves living in what could be your dream home. And for sellers, open houses are crucial for gaining exposure for your property and finding that one buyer who will sign the dotted line.

That's why HomeSmart agents are taking this challenge head-on by **holding virtual open houses and tours** for their clients!



## Let's buy or sell your home without having to step outside your front door!

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That's why HomeSmart agents are taking this challenge head-on by **holding virtual open houses and tours** for their clients!

What is an open house?

What is a virtual open house?

What is a virtual showing?

What is a virtual REALTOR® tour?

What is a virtual tour?

What is a virtual listing appointment?

## How can I hold a virtual open house or virtual tour for my home?

If you are currently in the process of selling your home, hosting a virtual open house or tour is the best thing you can do to get potential buyers interested in your property. Your HomeSmart agent has the right tools and is fully prepared to help you schedule and host a virtual event, so reach out to your agent today and they will get you on your way!



What is a virtual showing?

What is a virtual REALTOR® tour?

What is a virtual tour?

What is a virtual listing appointment?

## How can I hold a virtual open house or virtual tour for my home?

If you are currently in the process of selling your home, hosting a virtual open house or tour is the best thing you can do to get potential buyers interested in your property. Your HomeSmart agent has the right tools and is fully prepared to help you schedule and host a virtual event, so reach out to your agent today and they will get you on your way!

## How can I go on a virtual open house or tour?

If you are looking to buy a home and want to virtually tour or walk through potential properties from the comfort of your own home, virtual open houses and tours are the smart way to go! Your HomeSmart agent will be able to compile a list of homes that are available to be viewed virtually and will get you set up with all the information you need to start the search for your dream home!

**Not working with a HomeSmart Agent?**

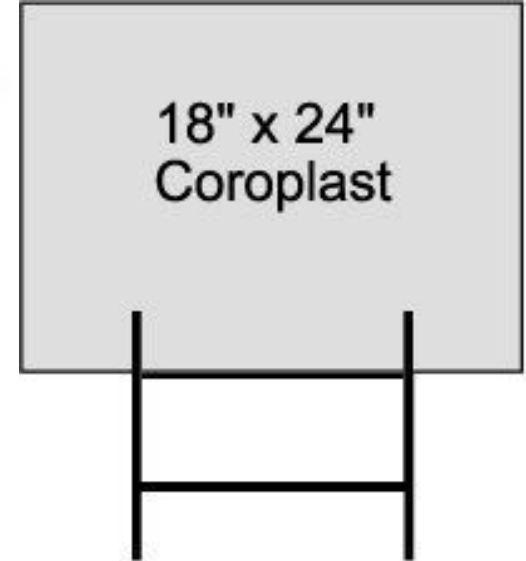
**Get in touch with one, today!**

# NEW H-Frame Signs

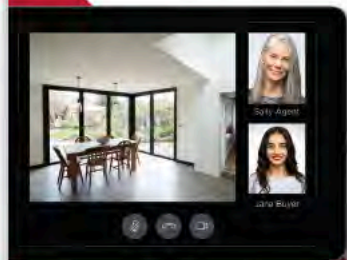
## “LIVE Virtual Showing Available”

## “LIVE Virtual Open House”

Coroplast  
Accompany Existing Yard Sign  
Customization Not Necessary  
Available in MDC –  
Marketing Design Center



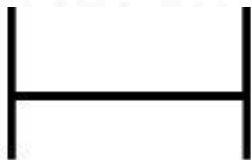
# LIVE VIRTUAL SHOWINGS AVAILABLE!



Call or text the number on the yard sign to schedule your personal showing!

**HOME SMART.** 

SHOWING OPT D - 24x24



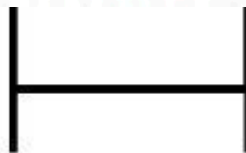
# LIVE VIRTUAL SHOWINGS AVAILABLE!



Call or text the number on the yard sign to schedule a personal showing!

**HOME SMART.** 

SHOWING OPT B - 18x24



## NEW H-Frame Signs “LIVE Virtual Showing”

Coroplast  
Accompany Existing Yard Sign  
Customization Not Necessary  
Available in MDC –  
Marketing Design Center

# NEW H-Frame Signs

## “LIVE Virtual Open House”

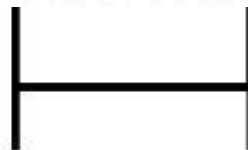
Coroplast  
Accompany Existing Yard Sign  
Customization Not Necessary  
Available in MDC –  
Marketing Design Center



OPEN HOUSE OPT B - 18x24



OPEN HOUSE OPT D - 24x24





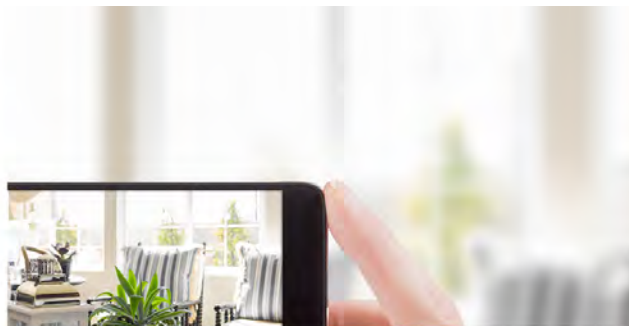
# NEW “LIVE Virtual Showing” Rider or Hanger



SHOWING RIDER OPT A - 12x24







**VIRTUAL  
OPEN**

**HOUSE  
WEEKEND**



**COMING  
SOON**

**HOME SMART.**

## **“LIVE Virtual Showing” Social Media Graphics**

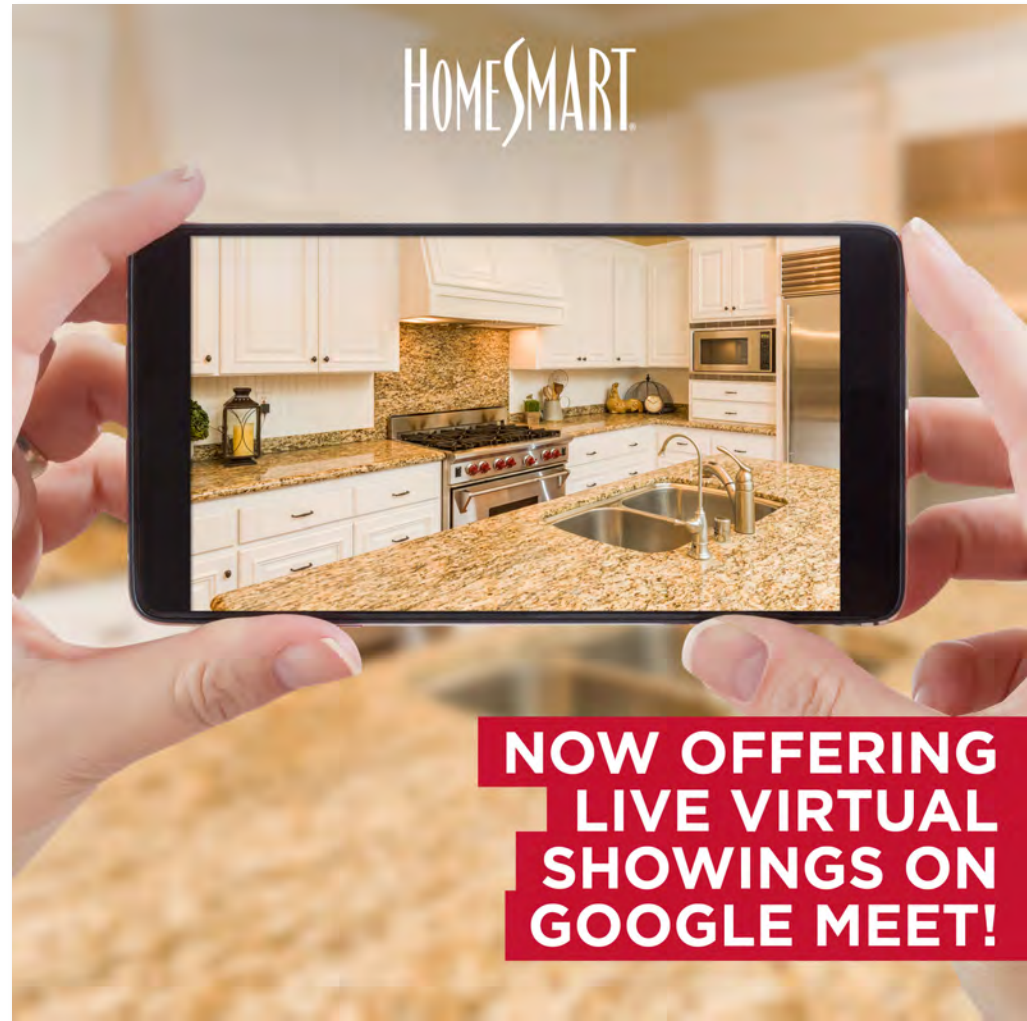


## **“LIVE Virtual Showing” Social Media Graphics**





## **“LIVE Virtual Showing” Social Media Graphics**



## **“LIVE Virtual Showing” Social Media Graphics**





**HOME SMART.**



**NOW OFFERING  
FACEBOOK LIVE  
VIRTUAL OPEN  
HOUSES!**

**“LIVE Virtual  
Open House”  
Social Media Graphics**



**“LIVE Virtual  
Open House”  
Social Media Graphics**

HOMESMART.



**NOW OFFERING  
LIVE VIRTUAL  
OPEN HOUSES ON  
GOOGLE MEET!**

**“LIVE Virtual  
Open House”  
Social Media Graphics**

**NOW OFFERING  
LIVE VIRTUAL  
OPEN HOUSES  
VIA ZOOM!**

HOME SMART



**“LIVE Virtual  
Open House”  
Social Media Graphics**



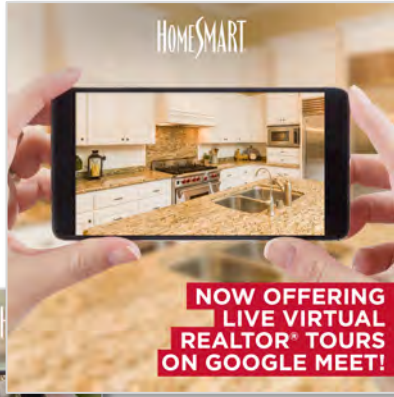
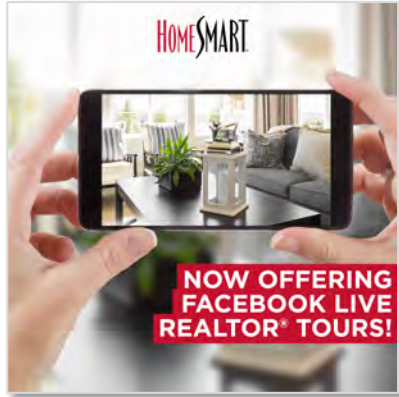


## **“LIVE Virtual Open House” Social Media Graphics**



## **“LIVE Virtual Showing” Social Media Graphics**





# **“LIVE Virtual REALTOR TOUR” Social Media Graphics**

# 4. Social Strategy

HOW TO MARKET VIRTUAL



- **“LIVE Virtual Open House”**
- **“LIVE Virtual Showing”**
- **“LIVE Virtual REALTOR® Tour?”**
- **“LIVE Virtual Listing Appointment?”**

8:23



Jim Sparkman



Yesterday at 12:29 PM · 🌐

Why not tour a home from the comfort of your couch?



MY.MATTERPORT.COM

Explore 237 NE Stormy St. Albany, OR in 3D  
Matterport 3D Showcase

👍❤️ Bryan Brooks and 21 others



Like



Comment



Share



Write a comment...









# VERBIAGE TO EDUCATE REALTORS & CONSUMERS

## "LIVE Virtual Showings"

### **Tour This Home "Live" From The Comfort of Your Own Home!**

Call, text or email me to see this home  
with a "Live Virtual Showing"  
Via Zoom or Facetime

Instead of Surfing Your TV for Movies,  
Tour This Home "Live" From  
The Comfort of Your Own Home!  
Call, text or email me to see this home  
with a **"Live Virtual Showing"**

### **Tour This Home via Zoom or Facetime From The Comfort of Your Own Home!**

Call, text or email me to see this home  
with a "Live Virtual Open House"

# VERBIAGE TO EDUCATE REALTORS & CONSUMERS

## **“LIVE Virtual Open House”**

### **Tour This Home "Live" From The Comfort of Your Own Home!**

Call, text or email me to see this home  
during our "Live Virtual Open House"  
via Zoom or Facetime

### **Tour This Home via Zoom or Facetime From The Comfort of Your Own Home!**

Call, text or email me to see this home  
during our "Live Virtual Open House"

Instead of Surfing Your TV for Movies,  
Tour This Home "Live" From  
The Comfort of Your Own Home!  
Call, text or email me to see this home  
during our **"Live Virtual Open House"**

**Social Media Posts & Email's**

# **Do You Zoom?**

**Ask me about  
“LIVE Virtual Showings” &  
“LIVE Virtual Open Houses”  
From The Comfort of Your Own Home!**



IF YOU CAN  
CHOOSE YOUR

*spouse*  
ONLINE

YOU CAN  
CHOOSE YOUR

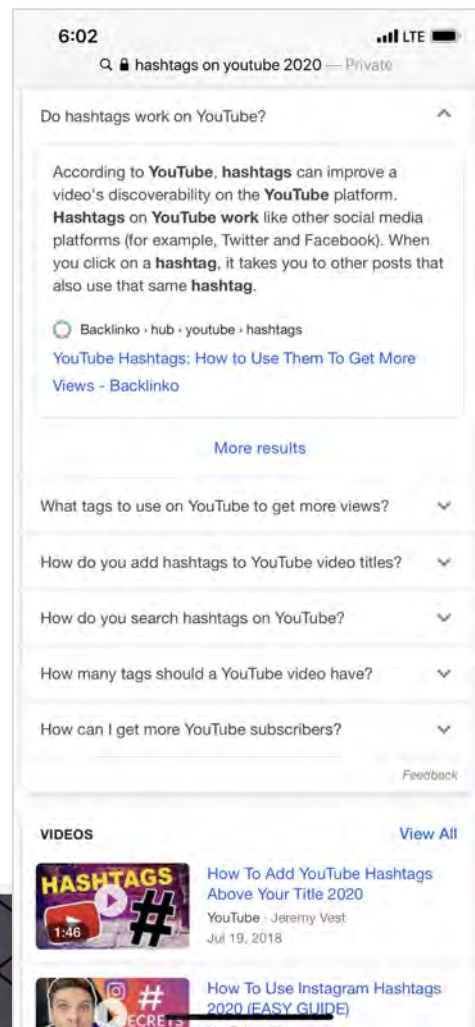
*house*  
ONLINE



# 5. #HashTag Strategy

HOW TO MARKET VIRTUAL







FBA Training



go.officialkevin...

LEARN MORE

#craftyourdream

How To Add YouTube Hashtags Above Your Title 2020

59K views · 1 year ago



800



156



Share



Download



Save



Jeremy Vest

4.98K subscribers

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Up next

Autoplay ☒



Born Before 1965? 9 New "Benefits"

**Ad** Quick Ways to Save Adults over 55 are entitled to the 9 benefits on this list, but most don't know they exist

VISIT SITE



Youtube Hashtags - What Are They and How to Use Them

Suggested: YouTube Custom Thumb... ⓘ



#videomw18 #videomarketing #creator

How To Make a Custom Thumbnail on YouTube With Photoshop

1,922 views



FBA Training



go.officialkevin...

LEARN MORE

#craftyourdream

How To Add YouTube Hashtags Above Your Title 2020

59K views · 1 year ago

# ON ALL SOCIAL MEDIA POSTS

## Facebook, Instagram, YouTube

**NOTE: Only use 3 #HashTags or Less on YouTube**  
or YouTube will ignore your #HashTags



# **ON ALL SOCIAL MEDIA POSTS**

## **Facebook, Instagram, YouTube**

- 1 #HomeSmartLive**
- 2 #HomeSmartLiveVirtualShowings**
- 3 #HomeSmartLiveVirtualShowingsAZ**  
**#HomeSmartLiveVirtualShowingsCA**  
**#HomeSmartLiveVirtualShowingsST (State Abbrev.)**

# **ON ALL SOCIAL MEDIA POSTS**

## **Facebook, Instagram, YouTube**

- 1 #HomeSmartLive**
- 2 #HomeSmartLiveVirtualOpenHouses**
- 3 #HomeSmartLiveVirtualOpenHousesAZ**  
**#HomeSmartLiveVirtualOpenHousesCA**  
**#HomeSmartLiveVirtualOpenHousesST (State Abbrev.)**

# **ON ALL SOCIAL MEDIA POSTS**

## **Facebook, Instagram, YouTube**

Also:

**#HomeSmartLiveListingAppointments**

**#HomeSmartLiveREALTORTours**

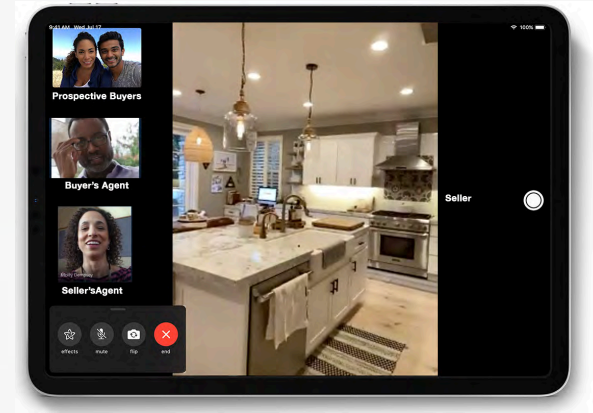
**#DoYouZoom**

# SOON:

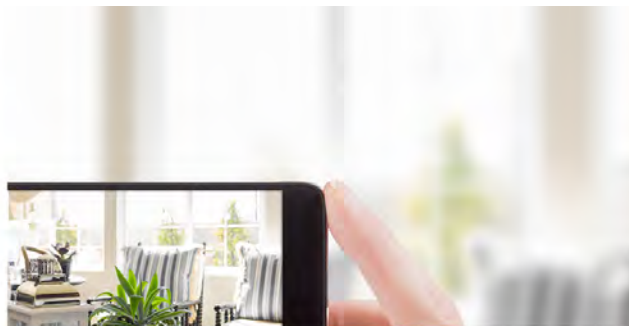
- 1 **#RealEstateLive**
- 2 **#RealEstateLiveVirtualShowings**
- 3 **#RealEstateLiveVirtualShowingsAZ**  
**#RealEstateLiveVirtualShowingsCA**  
**#RealEstateLiveVirtualShowingsST (State Abbrev.)**

# MARKETING TO-DO

- 1— Use Consistent Verbiage**
- 2— Market Properties in MLS**
- 3— Use New Marketing Assets**  
H-Signs, Riders, Social & eGraphics  
Consumer Web Page, Etc.
- 4— Participate in the Social Strategy – POST!**
- 5— Participate in the #Hashtag Strategy**
- 6— Marketing all of the above to BOTH  
REALTORS & Consumers**







**VIRTUAL  
OPEN**

**HOUSE  
WEEKEND**



**COMING  
SOON**

**HOME SMART.**



**THANK YOU!**



**HOMESMART**  
Real Estate Made Easy

**Smart Agent**  
**800.865.9025**  
HomeSmart.com

IF YOU CAN  
CHOOSE YOUR

*spouse*  
ONLINE

YOU CAN  
CHOOSE YOUR

*house*  
ONLINE



#MONDAYMOTIVATION

**TOUGH TIMES  
NEVER LAST,  
BUT TOUGH  
PEOPLE DO.**



HOME SMART

