



HomeSMART®



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.

IF YOU CAN
CHOOSE YOUR

spouse
ONLINE

YOU CAN
CHOOSE YOUR

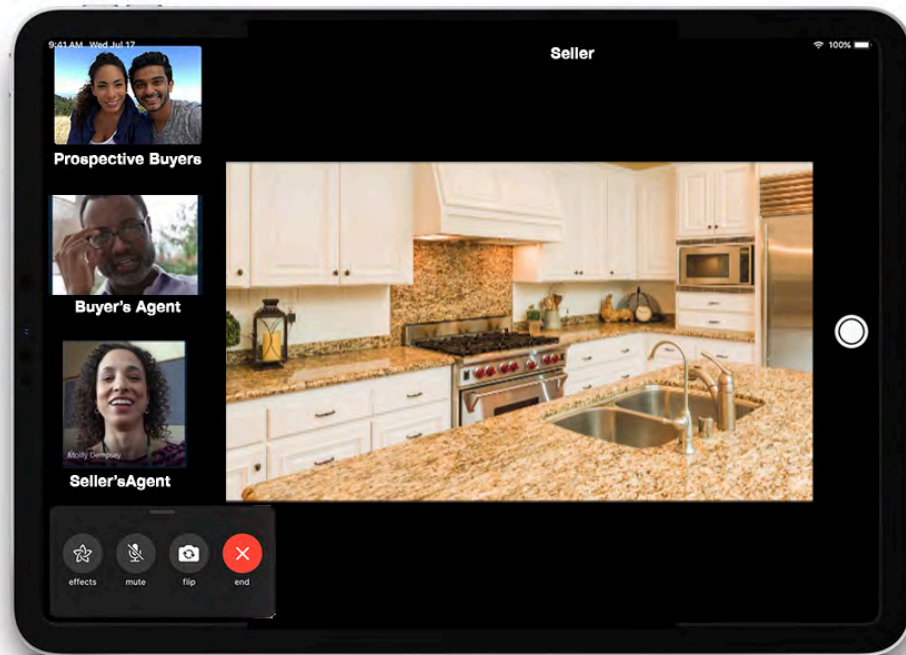
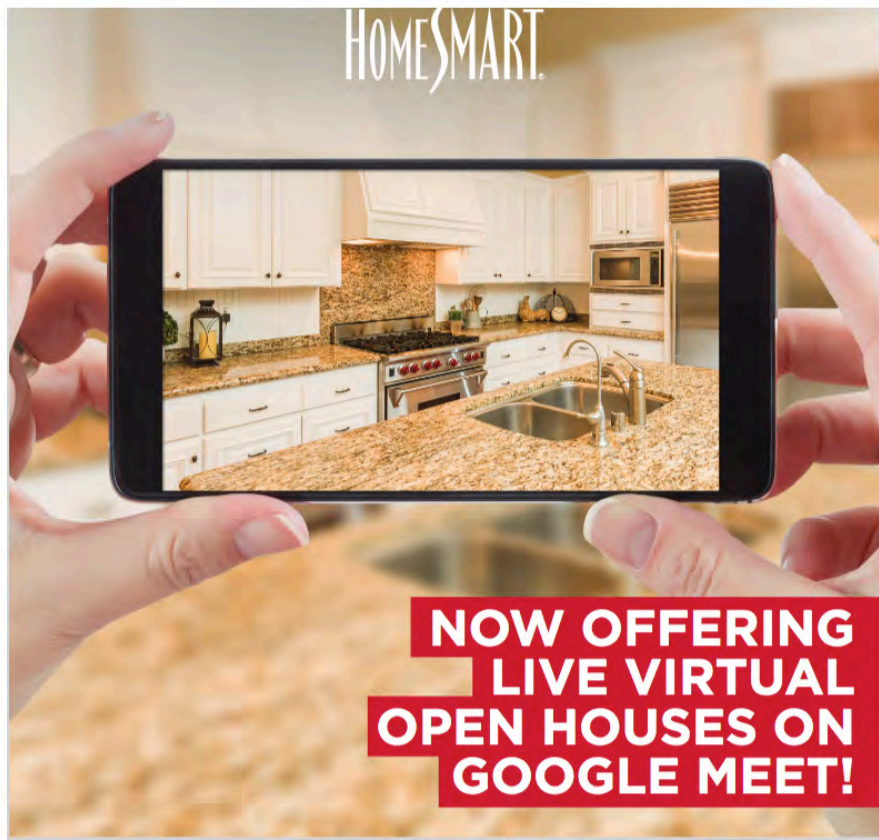
house
ONLINE



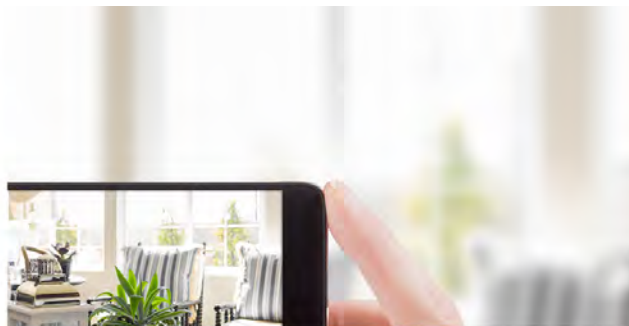
HomeSmart is The FIRST Company in the Nation To:

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





TEACH
TRY
PRACTICE / USE
BECOME EXPERTS
LEAD THE WAY



**VIRTUAL
OPEN**

**HOUSE
WEEKEND**



**COMING
SOON**

HOME SMART.

CLASS 3- CONDUCTING LIVE EVENTS!



CORRECTION FROM LAST CLASS:

MARKETING TO-DO

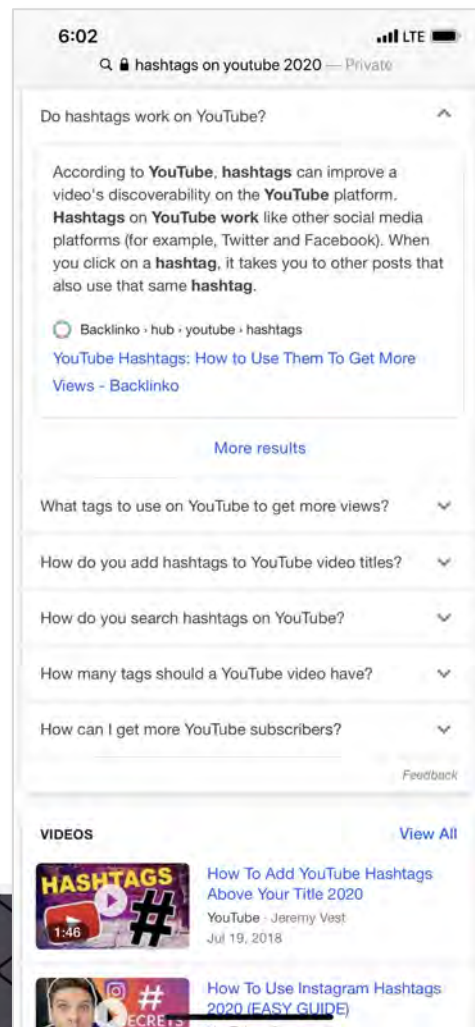
- 1— Use Consistent Verbiage**
- 2— Market Properties in MLS**
- 3— Use New Marketing Assets**
H-Signs, Riders, Social & eGraphics
Consumer Web Page, Etc.
- 4— Participate in the Social Strategy – POST!**
- 5— Participate in the #Hashtag Strategy**
- 6— Marketing all of the above to BOTH
REALTORS & Consumers**



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

SUBSCRIBE

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.)

?

**Where do I download the new
“Live Virtual Showings” marketing and
watch recording of previous classes?**

Agents:
homesmart.com/virtual-open-house

Consumers:
homesmart.com/consumer-virtual-open-house

homesmart.com/virtual-open-house



Let's Build Your Business From Home!

The well-being of you, your family and your community members is what's most important to us, but helping you continue to move your business forward is also our priority.

As a real estate agent, you're an entrepreneur. You operate your own business, are willing to take risks and you see potential in any market. In traditional markets, hosting an open house is one of the most proven approaches to **increasing brand awareness** and **generating leads**. Not to mention, for buyers, open houses are the perfect way for them to tour properties and picture themselves living in what could be their dream home. And for sellers, open houses are crucial for gaining exposure for their property and finding that one buyer who will sign the dotted line.

That's why HomeSmart is resourcing you with the tools and training to take this challenge head-on by **holding virtual open houses and tours!**

homesmart.com/virtual-open-house

What is an open house?

What is a live virtual open house?

What is a live virtual showing?

What is a live virtual REALTOR® tour?

What is a virtual tour?

What is a live virtual listing appointment?

How can I be prepared to host a successful virtual open house or tour?

To help you get the most out of your virtual open house experience, HomeSmart's Chief Industry Officer Todd Sumney will be hosting a series of webinar classes. This four-part webinar series will equip you with the tools and knowledge you need to host a successful virtual event, and will include topics such as the basics of hosting a virtual open house, what you should do before and after hosting a virtual REALTOR® tour, and much more. Check out the full lineup of Todd's webinar classes and sign up below!

Virtual Open House Training Schedule

Session 1:

Understanding Virtual Open Houses, Virtual Showings And Tours

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.

homesmart.com/virtual-open-house

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Friday, April 10 | 1PM - 2:15PM PDT

[WATCH THE VIDEO](#)

— OR —

Monday, April 20 | 1PM - 2:15PM PDT

[REGISTER NOW](#)

Session 2:

Promoting Your Virtual Open House Like a Pro

Chief Industry Officer Todd Sumney will walk you through everything you need to do leading up to a virtual open house/tour. Learn tips and tricks on how to successfully market, promote and get everything ready to have the perfect virtual event.


Monday, April 13 | 1PM - 2:15PM PDT

[REGISTER NOW](#)

— OR —

Tuesday, April 21 | 1PM - 2:15PM PDT

homesmart.com/consumer-virtual-open-house



HomeSMART

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!



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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?

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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!

CLASS 3- CONDUCTING LIVE EVENTS!



CHRIS LARDIE, CA



Helpful Links

How One Agent is Winning Listings & Showing Homes Virtually Using Facetime & Zoom - Chris Lardie, Top 5 US

<https://youtu.be/XkXI7o7kZaY>

Recorded example of a Virtual Showing:

https://youtu.be/U0NfYc_8lwU

Set Up A a FREE Zoom Account:

[Zoom.com](https://zoom.us)

Choose How You Want to Do Your LIVE SHOWINGS

1. Recorded Footage +
Via Meeting Software
2. Completely Live Via
Meeting Software



1. Recorded Footage + Via Meeting Software

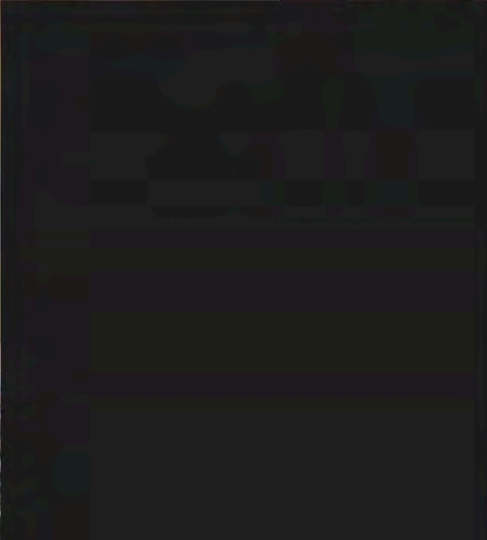
- Pre-Record footage of a walkthrough
- Do not speak / No voiceover
- Send out or post a meeting invitation
to prospective buyer, prospective buyer's agent, or Live Virtual Open House visitor,
- Open (Zoom), Share your Desktop,
- Press Play on pre-recorded video
- You live talk, pause, talk, share docs, etc

2. Completely Live Via Meeting Software

- Send out or post a meeting invitation to prospective buyer, prospective buyer's agent, or Live Virtual Open House visitor,
- Coordinate attendees / Block Identities
- Instruct HomeSeller not to talk
- HomeSeller or Agent walks through the home
- You live talk, share docs, etc.

CHRIS LARDIE, CA





Choose Your Meeting Software

- Zoom
- Facetime
- Facebook Live
- Facebook Event
- Google Meets

Zoom

How to [create](#) a scheduled Zoom Meeting

1. Login to [Zoom](#)
2. Tap My Account in the top right corner
3. Select Schedule a Meeting on the top right corner
4. Input your desired meeting information
 - a. Personal Meeting ID gives you the same meeting ID every time.
 - b. Require a meeting password.
 - c. Have Host video on and Participant video off. Like a webinar where you have full control.
 - d. All Advanced Settings Selected
5. After hitting save, select Copy This Invitation
6. Paste the conference URL link into the virtual open house set up page in the MLS or on your [calendar event](#).
7. To host the virtual open house through a mobile device, download the Zoom Cloud Meetings app.
8. Open the app on the mobile device. Your scheduled virtual open house will show in the Meetings tab.
9. Click Start to begin the virtual open house.
10. Once the meeting is live, click Manage Participants. From here you will be able to rename the participants as buyer and seller, stop video for buyer and mute participants.

The screenshot shows the Zoom 'Schedule a Meeting' interface. The 'Topic' field is set to 'Open House'. The 'When' section shows the date '04/25/2020' and time '12:00 PM'. The 'Duration' is set to '1 hr 0 min'. The 'Time Zone' is '(GMT-7:00) Arizona'. The 'Meeting ID' section shows a 'Generated ID 784-006-652' and a 'Personal Meeting ID 218-939-5075'. The 'Meeting Password' section has 'Require meeting password' checked and 'HomeSmart' entered. The 'Video' section has 'Host' set to 'on' and 'Participant' set to 'off'. A 'Copy Meeting Invitation' button is highlighted in blue. Below the form, there is a 'Meeting Invitation' section with a text box containing the invitation details: 'Emily Hegdahl is inviting you to a scheduled Zoom meeting: Topic: Open House Time: Apr 25, 2020 12:00 PM Arizona Join Zoom Meeting https://homesmart.zoom.us/j/784006652 Meeting ID: 784 006 652 One tap mobile +13462487799,784006652# US (Houston) +16699006833,784006652# US (San Jose) Dial by your location +1 346 248 7799 US (Houston)'. At the bottom, there are 'Save', 'Cancel', 'Copy Meeting Invitation', and 'Cancel' buttons.

Topic: Open House

Description (Optional): Enter your meeting description

When: 04/25/2020 12:00 PM

Duration: 1 hr 0 min

Time Zone: (GMT-7:00) Arizona

Meeting ID: Generated ID 784-006-652 * Personal Meeting ID 218-939-5075

Meeting Password: * Require meeting password HomeSmart

Video: Host * on * off Participant * on * off

After scheduling this meeting, the settings you chose will be applied to this meeting.

Audio: * Telephone * Computer Audio * Both Dial from United States of America Edit

Meeting Options: * Enable join before host * Mute participants upon entry * Enable waiting room * Only authenticated users can join * Record the meeting automatically on the local device

Copy Meeting Invitation

Meeting Invitation

Emily Hegdahl is inviting you to a scheduled Zoom meeting:

Topic: Open House
Time: Apr 25, 2020 12:00 PM Arizona

Join Zoom Meeting
https://homesmart.zoom.us/j/784006652

Meeting ID: 784 006 652
One tap mobile
+13462487799,784006652# US (Houston)
+16699006833,784006652# US (San Jose)

Dial by your location
+1 346 248 7799 US (Houston)

Save Cancel Copy Meeting Invitation Cancel

PERSONAL

Profile

Meetings

Webinars

Recordings

Settings

ADMIN

- > User Management
- > Room Management
- > Account Management
- > Advanced

Upcoming Meetings Previous Meetings Personal Meeting Room Meeting Templates Get Training

Schedule a New Meeting

Start Time	Topic	Meeting ID
The user does not have any upcoming meetings. To schedule a new meeting click Schedule a Meeting.		

Save time by scheduling your meetings directly from your calendar.

Microsoft Outlook Plugin Chrome Extension

FaceTime

From the App

1. Open FaceTime on your iPhone or iPad
2. Tap the + button in the upper-right corner.
3. Enter the contacts, numbers or emails of the people you want to call.
4. Enter up to 32 contacts
5. Tap Video or Audio to place your FaceTime call.

From Messages


1. Open Messages and start a group conversation. Or go to an existing [group conversation](#).
2. Tap the contacts at the top of the group conversation.
3. Tap FaceTime, then start your call.

**You need iOS 12.1.4 on the iPhone 6s or later to enable Group FaceTime*



Make calls in FaceTime on Mac


Make a FaceTime call to one or more people (up to 32 other people) who have a Mac, an iOS device, or an iPadOS device with the FaceTime app and are connected to the internet. FaceTime calls use Wi-Fi or [cellular data](#).

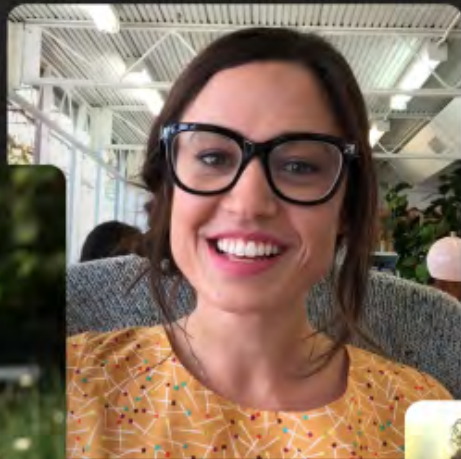
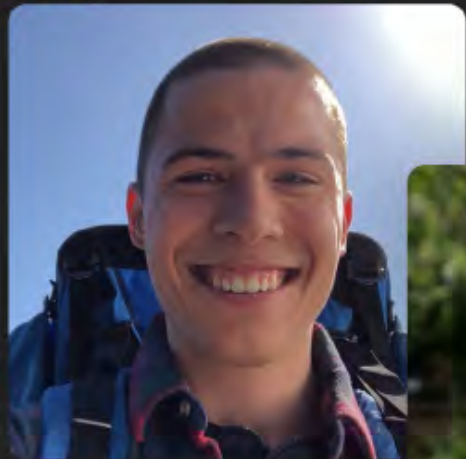
1. In the FaceTime app  on your Mac, [sign in to FaceTime](#) and have it turned on.
2. In the field at the top of the FaceTime window, enter the email address or phone number of the person you want to call. You may need to press Return.

If you have a card for the person in the Contacts app, you can just enter the person's name. For information about adding contacts, see [Add contacts while using FaceTime](#).

If you're [restricted to calls with only certain people](#), an hourglass icon ⌚ appears next to those people you can't call.

3. To make a call with multiple people (Group FaceTime), repeat step 2 until all participants are listed.
4. To start the FaceTime call, click the Video button  or the Audio button  (or use the [Touch Bar](#)).

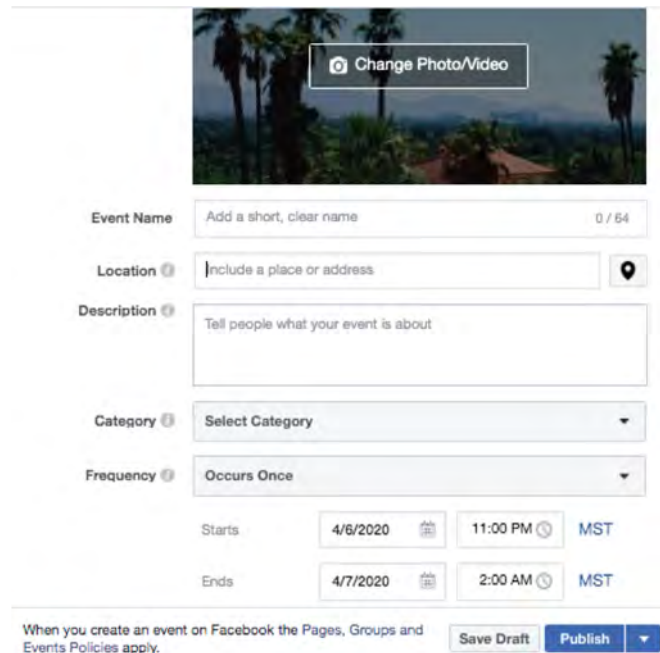
If you click the Audio button  and you're [set up to make phone calls on your Mac](#), you can choose whether to make a FaceTime audio call or a phone call. When you're in an audio call or a phone call, the camera is automatically off.



Facebook Live

How to Go Live on Mobile

1. Head to your Facebook page and go to the [Create an event](#). Creating an event instead of a scheduled Facebook Live will allow you to use mobile devices during the virtual open house.
2. Enter in details of the virtual open house (date & time)
3. Upload an image for the event posting
4. There are a few other settings that you can set. You can allow for attendees to post comments in the event page and also allow them to use Facebook Messenger to send you messages.
5. You will then publish the event to your page.
6. Copy the URL link to your Facebook page and paste that into the URL link section of the Open House settings in the MLS. When a person clicks to attend your virtual open house, they will be directed to your Facebook page.



The screenshot shows the Facebook event creation form. At the top is a large image placeholder with a 'Change Photo/Video' button. Below this are several input fields: 'Event Name' with a placeholder 'Add a short, clear name' and a character count '0 / 64'; 'Location' with a placeholder 'Include a place or address' and a location pin icon; 'Description' with a placeholder 'Tell people what your event is about'; 'Category' with a dropdown menu currently showing 'Select Category'; and 'Frequency' with a dropdown menu currently showing 'Occurs Once'. At the bottom, there are two rows for scheduling: 'Starts' on '4/6/2020' at '11:00 PM' in 'MST', and 'Ends' on '4/7/2020' at '2:00 AM' in 'MST'. Each date and time field has a calendar icon and a clock icon. At the very bottom, there is a disclaimer: 'When you create an event on Facebook the Pages, Groups and Events Policies apply.' and two buttons: 'Save Draft' and 'Publish' with a dropdown arrow.

Change Photo/Video

Event Name Add a short, clear name 0 / 64

Location Include a place or address

Description Tell people what your event is about

Category Select Category

Frequency Occurs Once

Starts 4/6/2020 11:00 PM MST

Ends 4/7/2020 2:00 AM MST

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Save Draft Publish

(2) Billy Meyers | Facebook


facebook.com/BMeyersRE

Apps RSA - Today ARMLS William Meyers SAAR Home - Realtors P...

Facebook Search

Home Video 14 Friends Groups

Billy + 2

 Billy Meyers

Home

Inbox 10 new comments

Manage Jobs

Notifications

Insights


Publishing Tools

Ad Center


Page Quality

Edit Page Info

Page Settings



Edit

 Billy Meyers
Real Estate Agent

Contact Us

Home Services Reviews Shop More

Promote View as Visitor

Insights

See All

Last 28 days : Mar 16 - Apr 12

People Reached 9 +350%

Post Engagements 1

Page Likes 1

Create Post

Photo/Video Check in Feeling/Activity

Create Live Event Offer Job

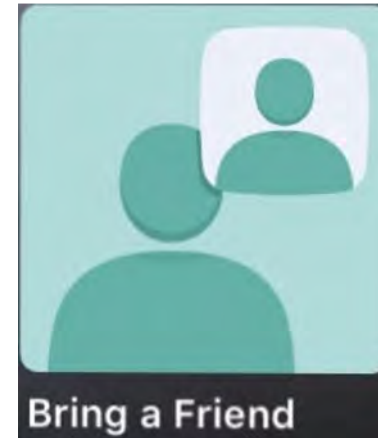
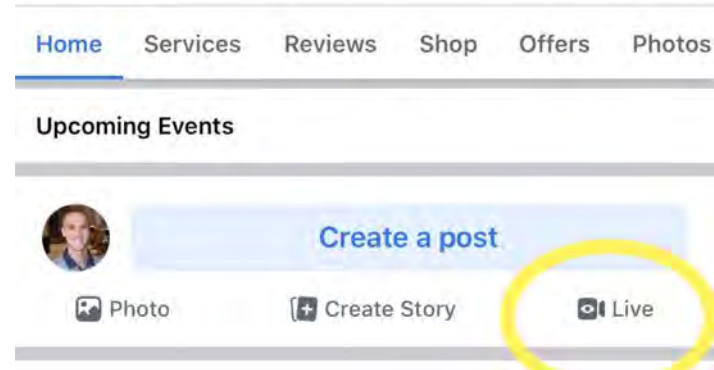
Billy Meyers updated their status. April 6 at 3:05 PM

7 People Reached 1 Engagement Boost Post

Mac OS X dock with various application icons including Finder, Safari, App Store, Calendar, Photos, Mail, and others.

Facebook Live

7. When it is time to hold your open house, go to your Facebook page and Go Live. Make sure to have your viewing setting to Public. When attendees click on your virtual open house link in the MLS and get directed to your Facebook page, your live open house will be streaming.
8. Before you click Go Live, be sure to check the top left corner and that the viewing is set to Public. If you are using a mobile device, set your screen so that it is horizontal or landscape. This will show a split screen between you and your seller. Once you are live, you cannot switch from portrait to landscape.
9. Once you are Live, you can invite your seller to broadcast with you. They must be viewing your Live stream in order for you to invite them. You select them from the list of viewers of your open house. They will receive an invite to join the broadcast and will have to accept it.



facebook (2) Billy Meyers | Facebook

facebook.com/BMeyersRE

Apps RSA - Today ARMLS William Meyers SAAR Home - Realtors P...

Home 14

14

Billy + 2

Billy Meyers

Home

Inbox 10 new comments

Manage Jobs

Notifications

Insights

Publishing Tools

Ad Center

Page Quality

Edit Page Info

Page Settings

Billy Meyers

Real Estate Agent

Contact Us

Home Services Reviews Shop More

Promote View as Visitor

Insights

Last 28 days : Mar 16 - Apr 12

People Reached 9 +350%

1

Create Post

Photo/Video Check in Feeling/Activity

Create Live Event Offer Job

https://www.facebook.com/photo/?fbid=1949451052025315&set=a.192...

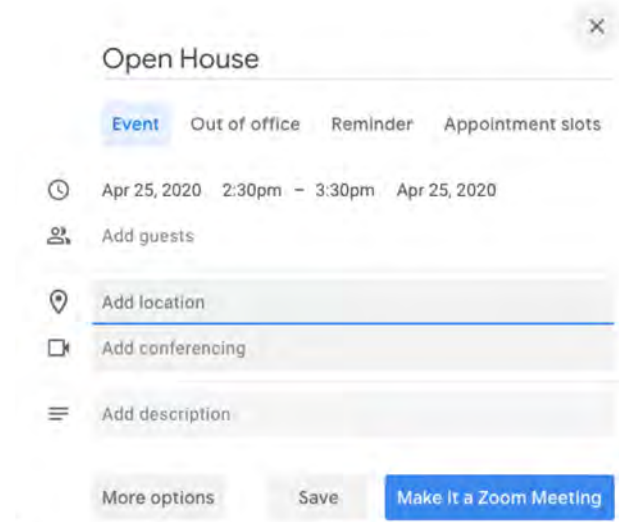
Mac OS dock with various application icons including Finder, Safari, App Store, Calendar, Photos, Mail, Messages, WhatsApp, Telegram, Slack, and others.

Google Meets

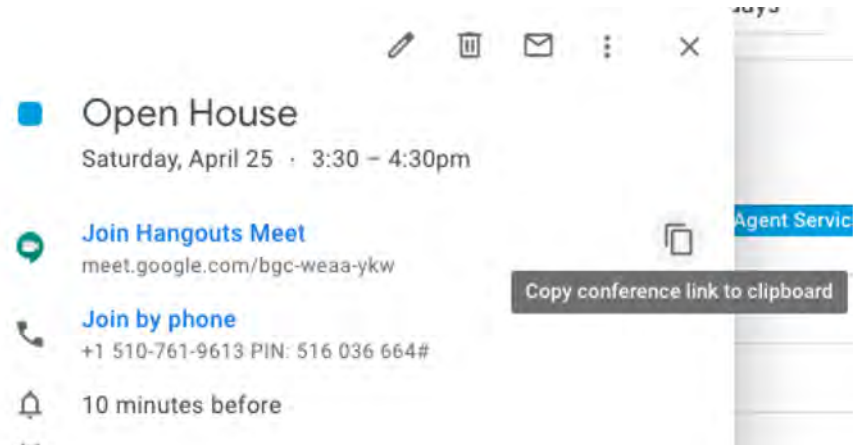
Google Meets Cheat Sheet

**** Must have G Suite Account to host a Google Meet up to 250 people** Paid Service Basic is \$6/month**

1. Create an event in your Google Calendar.
2. In the event pop up, you can add a title and select the date and time for the open house.
3. Click on Add Location or Conferencing and select Add Conferencing.
4. When you click Add Conferencing, Hangout Meets will generate your conference URL link.
5. When you create an event, you can add guests to participate in the stream, such as your seller, who will be able to use their device to walk through the home.



This screenshot shows the Google Calendar event creation interface for an event titled "Open House". At the top right is a close button (X). Below the title are tabs for "Event", "Out of office", "Reminder", and "Appointment slots". The event details include a date and time range of "Apr 25, 2020 2:30pm - 3:30pm Apr 25, 2020", an "Add guests" button, and three input fields: "Add location", "Add conferencing" (which is highlighted with a blue border), and "Add description". At the bottom are three buttons: "More options", "Save", and "Make it a Zoom Meeting".



This screenshot displays the Google Meet event details for "Open House" on "Saturday, April 25 · 3:30 - 4:30pm". At the top right are icons for edit, delete, email, more options, and close. The main content includes a "Join Hangouts Meet" link with the URL "meet.google.com/bgc-weaa-ykw", a "Join by phone" link with the number "+1 510-761-9613 PIN: 516 036 664#", and a "10 minutes before" notification. A "Copy conference link to clipboard" button is visible on the right. A partial view of an "Agent Service" sidebar is on the far right.

Google Meets

6. You can create a Live Stream for view only participants. These people will be able to view the stream only. In order to set up a live stream, [Click Here](#).
7. Use the view only URL that gets generated to paste into the MLS.
8. To host the live virtual open house through a mobile device, download the Google Meets app. Open the app on the mobile device. Your scheduled virtual open house will show as an upcoming meeting.
9. Click Join Meeting to begin the virtual open house. You can pin, mute, and remove participants once they have joined the video conference. [Click Here](#)

The image is a composite of three screenshots from the Google Meet interface. The top screenshot shows a calendar view for the week of May 2nd to 6th, 2021, with a meeting titled 'Teaching Centre 101' scheduled for Wednesday, May 5th, from 2:00 to 3:00pm. The middle screenshot shows the event details for 'Teaching Centre 101', including the date and time, and two links: 'Join Hangouts Meet' (meet.google.com/gxd-kjns-vpa) and 'Watch live stream' (stream.meet.google.com/stream/b1530ffb-fe47-44). The bottom screenshot shows a video conference in progress with four participants. A red box highlights the 'Create view-only event' option in the 'More' menu. A 'Turn on captions' button is visible in the bottom right corner of the video conference window.

SUN 2 MON 3 TUE 4 WED 5 THU 6

GMT-04

Teaching Centre 101

Wednesday, May 5, 2021 · 2:00 – 3:00pm

Join Hangouts Meet
meet.google.com/gxd-kjns-vpa

Watch live stream
stream.meet.google.com/stream/b1530ffb-fe47-44

Print

Duplicate

Create view-only event

Jeff Shelden

Bradley Meyer

Turn on captions

Q2 Milestones and Goals

13 HomeSmart - Calendar - 4 days x Meet

calendar.google.com/calendar/r/customday/2020/5/25?tab=rc

Apps bamboo Gmail HomeSmart - Real... RSB - Log In RSA FS Tools Video Playlist MDC Agent Services Tools ARMLS Resource Wiki - P...

Calendar 13 Today < > May 2020 4 days HomeSmart

Create

May 2020 < >

S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Meet with...
Search for people

My calendars ^
☒ William Meyers
☒ Birthdays
☒ Reminders
☐ Tasks

GMT-07

	MON 25	TUE 26	WED 27	THU 28
10 AM				
11 AM				
12 PM				
1 PM				
2 PM				
3 PM				
4 PM				
5 PM				
6 PM				
7 PM				
8 PM				

Live Virtual Open House vs. Live Showing

- **Live Virtual Showing:**

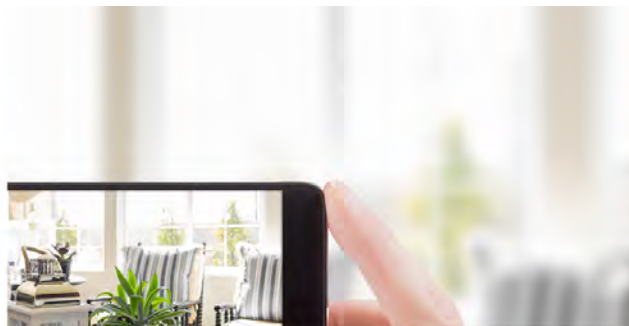
1 hour meeting – 1-on-1 invite

- **Live Virtual Open House –**

Set meeting for 3 hours long

Post Invite in MLS, Social, etc

Keep event open, people come and go



**VIRTUAL
OPEN**

**HOUSE
WEEKEND**



**COMING
SOON**

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#MONDAYMOTIVATION

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



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THIS WEEK:



