











OPEN HOUSE

HomeSmart.com/Virtual-Open-House



Todd Sumney

Chief Industry Officer HomeSmart International



IF YOU CAN CHOOSE YOUR sponse 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





















homesmart.com/virtual-open-house



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® four, 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 Summey 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



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



homesmart.com/consumer-virtual-open-house







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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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!

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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 4-CONDUCTING **LIVE EVENTS II**



1. Live Virtual Listing Presentations

2. Live REALTOR Tours



1. Live Virtual Listing Presentations Prep-work before

- Download HomeSmart Listing Presentation from RealSmart Agent > Marketing > Marketing Design Center
- Download Both PDF & Powerpoint
- Horzontal? Vertical? Team? Individual?
- Have a Print Version With You







Your order has been placed.

This message is confirming the order details of your recent purchase. You will receive another message when your order is ready for download.

 Order #:
 HS-27735

 Ordered By:
 James Böyd (2517b2a4-5a61-41b9-a197-c4d3024bb554)

 Order Total:
 \$0.00

 Status:
 Released

 Comments:
 \$

Ship To: James Boyd tsumney@homesmart.com

Order Summary

Product	Order Qty Each	Order Oty Pieces		Subtotal
AZ -Individual Pre-Printed Listing Presentation, Prioenix HS-PPLP-SA-AZ1	Ţ	T	This item will be electronically delivered to you via email shortly.	
Individual presentation dual pocket folders will design. Approx. 9" x 11.5", matte finish.	th die-cut diamond	on front cover	White/Black Lux	\$0.00
PPT - Individual Listing Buy Presentation - Honzontal - HS-LBP-HRZ-SA-PPT	1	10	This item will be electronically delivered to you via email shortly.	
Editable - Individual Listing Buy Presentation -	Horizontal - Powe	point, updated	2019	\$0.00
Children's Listing Agreement HS-LP-CLF	i	1	This item will be electronically delivered to you via email shortly.	
Get the kids involved during the home buying/ Agreement for a little extra fun for the kids.	selling process! Pr	int this Children	's Listing	\$0.00
			Order Total:	\$0.00
ayment method for this order was Bill	Me Later.		order lotal:	\$0.00

The delivery option you selected was Electronic Delivery

This is an unmonitored email account, please do not reply to this email. If you have questions please contact your account manager.





Your file is ready to be downloaded.

The following order line files are ready to be downloaded. Click on the link next to each filem to download.

Order #:HS-27735

Product	Description	a-Delivery Download
AZ - Individual Pre-Printed Listing Presentation, Phoenix	Individual presentation dual pocket folders with die-cut diamond on front cover. White/Black Lux design. Approx. 9" x 11.5" matte finish.	Download File
PPT - Individual Listing Buy Presentation - Horizontal -	Editable - Individual Listing Buy Presentation - Horizontál - Powerpoint, updated 2019	Download File
Children's Listing Agreement	Get the kids involved during the home buying/selling process! Print this Children's Listing Agreement for a little extra fun for the kids.	Download File
This	e is an unmonitored email account, please do not reply to this email	



1b. Live Virtual Listing Presentations Choose Your Meeting Software

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



				REQUEST	A DEMO 1.888,799.9666 RESOURCES -
SOLUTIONS - PLANS & PR	ICING CONTACT SALES		JOIN A MEETING	IOST A M	MEETING - SIGN IN SIGN UP, IT'S
Basic Personal Meeting Free	Pro Great for Small Teams \$14.99/mo/host	0	Business Small & Med Businesses \$19.99 /mo/host Starting at 10 hosts for \$199.90/mo	0	Enterprise Large Enterprise-Ready \$19.99 /mo/host
Sign up, It's Free Host up to 100 participants	Buy Now		Buy Now)	Contact Sales All Business features +
Unlimited 1 to 1 meetings 40 mins limit on group meetings Unlimited number of meetings	Need more participants Neeting duration limit is 24 hrs User management	0	Need more participants Need more participants? Dedicated phone support Admin dashboard	0	Enterprise includes 500 participants Enterprise Plus includes 1,000 participants Unlimited Cloud Storage
Ticket Support	Admin feature controls	0	Vanity URL	θ	Dedicated Customer Success Manager
+ Web Conferencing Features	Reporting Custom Personal Meeting ID	0	Option for on-premise deployment	ð	Executive Business Reviews
+ Group Collaboration Features	Assign scheduler	0	Managed domains Single sign-on	0	and Zoom Rooms
+ Security	1GB of MP4 or M4A cloud recording	0	Company branding	0	
	REST API Skype for Business (Lync)	0	Custom emails LTI integration	0	If you need help with

B

Part 2: Create an additional event for view-only guests

To invite specific people to the view-only live stream, create a view-only event. The event is added to their Calendar and includes the link for view-only guests. You can add up to 100,000 view-only guests.

People invited to this event are not seen or heard in the meeting, and cannot present, record or control streaming.

- 1. Open Google Calendar 12 and click the live stream event.
- 2. Single-click the live stream event you previously created and click Edit 🧨
- 3. At the top, click More actions 3 Create view-only event.
- 4. Add guests or rooms for view-only access, and other details such as a description.
- 5. Click Save.
- 6. Click Send.

Remove a live stream from an event

- 1. Open Google Calendar Ø .
- 2. Single-click the live stream event and click Edit 8
- 3. Next to Join Hangouts Meet, click the Down arrow > Remove live stream.
- 4. Click Save,

Note: The meeting link changes when you add or remove live streaming. Be sure to share the updated link with your guests.

Start and stop a live stream



1c. Live Virtual Listing Presentations

- I Like Zoom
- Use the meeting software you are most comfortable with
- Create Appointment in Software
- Send out a meeting invitation to prospective Seller(s)
- Open (Zoom), Share your Desktop,
- Press Play on pre-recorded video
- You live talk, pause, talk, share docs, etc



PRACTICE with Friends & Family







The Franchise Leadership Power Hour and Ashley's Weekly Broker / Owner Huddle

Welcome to



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- Open (Zoom), Share your Desktop,
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- You live talk, pause, talk, share docs, etc



Zoom

How to create a scheduled Zoom Meeting

- Login to Zoom 1.
- 2. Tap My Account in the top right corner
- 3. Select Schedule a Meeting on the top right corner
- Input your desired meeting information 4.
 - Personal Meeting ID gives you the same meeting ID a. every time.
 - Require a meeting password. b.
 - Have Host video on and Participant video off. Like a c. 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.
- Open the app on the mobile device. Your scheduled 8. virtual open house will show in the Meetings tab.
- Click Start to begin the virtual open house. 9.
- 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.

Торіс	Open House	
Description (Optional)	Enter your meeting description	
When Duration Time Zone	04/25/2020	
	Recurring meeting	
Meeting ID	Generated ID 784-006-652 * Personal Meeting	ng ID 218-939-5075
Meeting Password	Require meeting password HomeSmart	
Video	Host * on * off	
	Participant on * of	Copy Meeting Invitation
	After scheduling this meeting, the settings you ch	Martine Indiation
Audio	Telephone Computer Audio + Both	Emily Hegdahl is inviting you to a scheduled Zoom meeting.
Abbo	Dial from United States of America Edit	Topic: Open House Time: Apr 25, 2020 12:00 PM Arizona
Meeting Options	Enable join before host	Join Zoom Meeting https://homesinart.zoom.us/j/784006652
	Mute participants upon entry	Meeting ID: 784 006 652 One tap mobile +15465487799 784006652# US (Houston)
	Enable waiting room	+16699006833,784006652# US (San Jose)
	Only authenticated users can join	Dial by your location
	Record the meeting automatically on the local or	12 940 246 7799 US (Houston)

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.
- 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 Z 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 \Box 4 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 <u>Create</u> <u>an event</u>. 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
- 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.
- 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.

		Change Pho	to/Video	1
Event Name	Add a short,	clear name		0/64
Location ()	Include a pla	ace or address		
Description 🕖	Tell people v	that your event is about		1
Category 🖲	Select Cate	gory		
Frequency ()	Occurs Ond	e		
	Starts	4/6/2020	11:00 PM 🕥	MST
	Ends	4/7/2020	2:00 AM 🕥	MST

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.
- 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.





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.



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, <u>Click Here</u>.
- 7. Use the view only URL that gets generated to paste into the MLS.
- 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. <u>Click Here</u>



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LIVE DRIVE



2. Live Virtual REALTOR® Tours















2. Live Virtual REALTOR[®] Tours Choose Your Meeting Software

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



2b. Live Virtual REALTOR[®] Tours Choose Your Meeting Software

- Zoom 49 people on a screen at the same time
 \$15/mo account 100 participants
- Facetime 32 people can participate
- Facebook Live unlimited but public
- Facebook Event unlimited but public
- Google Meets up to 250 invitees, view only stream



2c. Live Virtual REALTOR[®] Tours Choose Your Meeting Software

- Zoom Meeting VS Zoom Webinar
- Pre-recorded + Live VS Completely Live



Zoom

How to create a scheduled Zoom Meeting

- Login to Zoom 1.
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- 3. Select Schedule a Meeting on the top right corner
- Input your desired meeting information 4.
 - Personal Meeting ID gives you the same meeting ID a. every time.
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- d. All Advanced Settings Selected
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	Mute participants upon entry	Meeting ID: 784 006 652 One tap mobile +15465487799 784006652# US (Houston)
	Enable waiting room	+16699006833,784006652# US (San Jose)
	Only authenticated users can join	Dial by your location
	Record the meeting automatically on the local or	12 940 246 7799 US (Houston)



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- Send out a meeting invitation to Agent(s)
- Open (Zoom), Share your Desktop,
- Press Play on pre-recorded video
- You live talk, pause, talk, share docs, etc









Stop Video Unmute











Leave Meetin

ENVIRE



+

Share Screen

Record

0

Reactions

57

Chat

Participants

















The Franchise Leadership Power Hour and Ashley's Weekly Broker / Owner Huddle

Welcome to





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COMING SOON HOMESMART

THANK YOU!

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