

HOME SMART<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.



HOMESMART.

**WE'RE HERE FOR YOU**

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

HOMESMART  
Real Estate Made Easy.

#MONDAYMOTIVATION

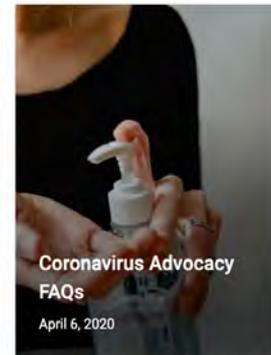
**TOUGH TIMES  
NEVER LAST,  
BUT TOUGH  
PEOPLE DO.**



# OPPORTUNITIES!



HOMESMART.



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

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

**1. The Opportunity & The Plan**

**2. How to Market Live Virtual Real Estate**

**3. How to Conduct Live Virtual Showings  
& Live Virtual Open Houses**

**4. How to Conduct Live Virtual Listing Appointments  
& Live Virtual REALTOR® Tours**

**1.**  
**THE OPPORTUNITY**  
**&**  
**THE PLAN**

IF YOU CAN  
CHOOSE YOUR

*spouse*

ONLINE

YOU CAN  
CHOOSE YOUR

*house*

ONLINE



[Home](#)[Access MLS](#)[Pay Your Bill](#)[Calendar](#)[Contact](#)

## VIRTUAL OPEN HOUSES & TOURS OF HOMES

**FLEX has released a list of new approved live web conferencing services that are now allowed for the Virtual Open House & Tour of Homes option.**

If you are entering virtual open houses in the FLEX MLS system, you will need to paste in the URL for a scheduled online event. The following approved list of services is below:

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

After entering in the date of the event, you just need to select the start time and end time by clicking on the drop-down arrows, typing in your comments, and then clicking Next when finished. Please note that URLs to pre-recorded videos and virtual tours cannot be entered.



## Support Center Services Available in Tempe Only. Appointment Required.

With **Executive Order 2020-18** and the school year breaking early for the summer, starting on 4/1 ARMLS will only operate the Tempe Support Center for in-person keybox support. All other support centers will be closed for service. All other ARMLS services and departments will continue to operate normally. Thank you for understanding. [Book an appointment here](#).

[ARMLS COVID-19 STATUS PAGE](#)

## Introducing Virtual Open Houses.



Want to show a home virtually instead of in-person? How about hosting an open house for prospective buyers or scheduling a virtual tour of homes for a group of agents? [Read about this new feature in the MLS.](#)

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You were subscribed to this list by joining ARMLS as a subscriber.

Our mailing address is:  
ARMLS  
130 S Priest Dr Ste 101  
Tempe, AZ 85281-2593

[Add us to your address book](#)

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).



## VIRTUAL OPEN HOUSES & TOURS OF HOMES



**FLEX has released a list of new approved live web conferencing services that are now allowed for the Virtual Open House & Tour of Homes option.**

If you are entering virtual open houses in the FLEX MLS system, you will need to paste in the URL for a scheduled online event. The following approved list of services is below:

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

After entering in the date of the event, you just need to select the start time and end time by clicking on the drop-down arrows, typing in your comments, and then clicking Next when finished. Please note that URLs to pre-recorded videos and virtual tours cannot be entered.



## New Virtual Open House Data

To support social distancing guidelines, REcolorado will soon add a virtual open house option to Matrix. Beginning next week, you will see new fields available in your data feed:

- A new field is being added to the Open House Resource: **VirtualOpenHouseURL**
- A new open house type is being added: **Virtual Public**
- A virtual open house will include a status, date, start time, and time, description, and URL.

To serve our customers and help you serve yours, we will be enabling this feature quickly. We expect to add the new Virtual Open House fields to your data feed on **April 9, 2020**.

Please note: REcolorado has ~~temporarily disabled in-person Open Houses in REcolorado's Matrix~~. All new open houses are virtual. We recommend that you do not display Virtual Open Houses unless they can be labeled as such, with the URL available.

If you have any questions about this change or how it will impact your data feed, please contact [datasupport@recolorado.com](mailto:datasupport@recolorado.com).

Thank you,  
REcolorado Data Support



REcolorado | 6455 S Yosemite | Suite 500 | Greenwood Village, CO 80111 | United States

[UNSUBSCRIBE](#)

REcolorado Customer Care | 303.850.9576 | [support@recolorado.com](mailto:support@recolorado.com)

REcolorado subscribers, regardless of email subscription preferences, will always receive billing related communications and emails about system updates that may impact their business or credit.

Tempe Support Center open by appointment only. All other SCs closed. [Learn More](#) | [COVID-19 Info](#)

# VIRTUAL OPEN HOUSES, SHOWINGS AND MORE

3/31/2020



Real estate agents are tough. They adapt, change and grow. In these trying times, they look for opportunities and face challenges head-on. To help, we would like to introduce a new feature to the MLS: **Virtual Open Houses**.

This feature is for agents who want to show a home virtually instead of in-person by using a tool like Zoom, GoToMeeting or Facebook Live. Use it to host an open house for prospective buyers or to schedule a virtual tour of homes for a group of agents in your sphere. To add, **simply access the Open House section when editing your listing.**

SEARCH



SIGN-UP TO RECEIVE OUR BLOG  
VIA EMAIL

SIGN-UP

## RECENT POSTS



April 8, 2020  
ARMLS Rules:  
Contact  
Information in

Media



April 3, 2020

## Open House

**New Open House Entry**

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

Type:

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]

What's the difference between a virtual open house and a virtual tour? What's a tour of homes? Are virtual showings and videos the same thing? This breakdown is designed to clarify each one of these so you know exactly what to offer your client.

## 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. **How to add:** Click *Change Listing* under the *Add/Change* section of the Flexmls menu. Select your listing, then select *Open House* under *Scheduled Marketing Activities* section.

## Scheduled Marketing Activities

Open House (1)	>
Tour of Homes	>
 Enable/Disable ShowingTime	>

## Virtual Open House

A **virtual open house** is a live scheduled event at a designated time where an agent holds the house "open" but hosts it virtually by setting up an invite via Facebook Live, Zoom, GoToMeeting, etc. Here, the agent is physically at the listing and gives a tour of the property via meeting software. The open house audience can view the live stream and can interact with the agent and ask questions. **How to add:** Click *Change Listing* under the *Add/Change* section of the Flexmls menu. Select your listing, then select *Open House* under *Scheduled Marketing Activities* section. Select *Virtual* in the dropdown. Links to virtual open houses must be from one of these services:

- [BlueJeans](#)
- [Facebook Live](#)
- [Google Meet](#)
- [GoToMeet.Me](#)

## RECENT POSTS



April 8, 2020  
ARMLS Rules:  
Contact  
Information in

Media



April 3, 2020  
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



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

6052242



**Type:** Virtual Open House

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

**VIRTUAL**

**Listed by:** Stephanie Kaufman of HomeSmart (cri101) (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 Time:** Thursday, April 9, 2020 11:00 AM to 04:00 PM

5988552



**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:**



**Seller**



**Buyer Agent**

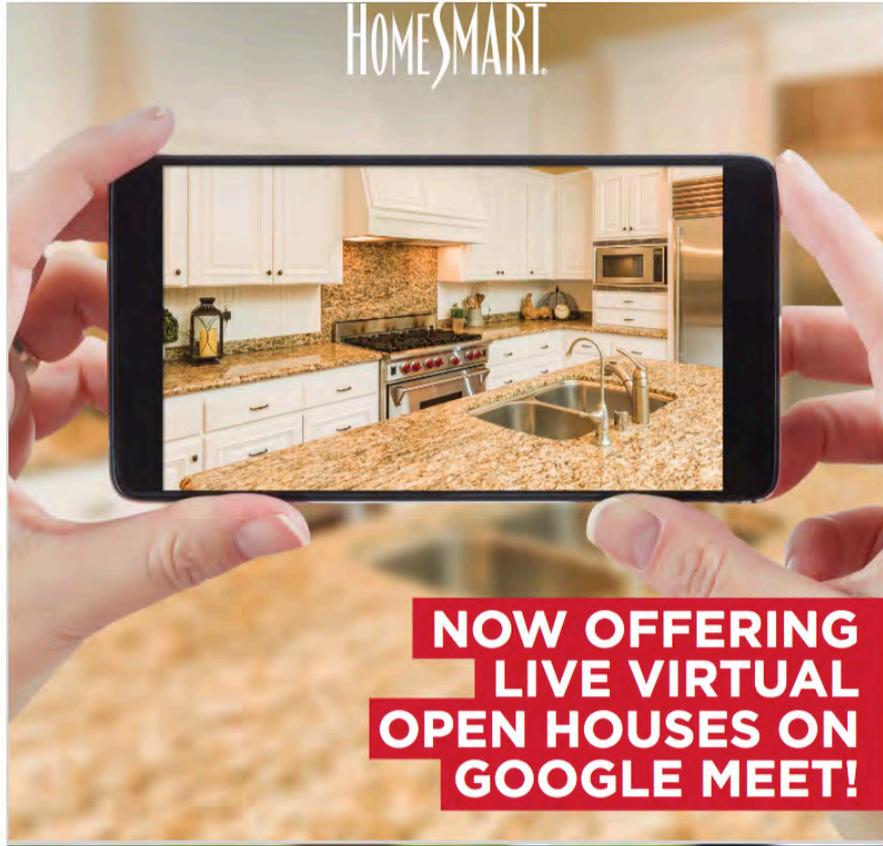


**Prospective Buyer**



**Seller Agent**





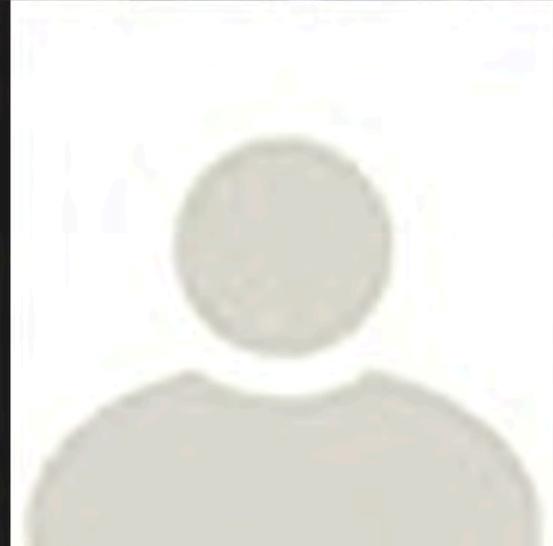
# AGILE & MOBILE



# AGILE & MOBILE

**WE ARE HERE TO SERVE  
BROKERS, AGENTS & CONSUMERS**

HOME SMART





# OPPORTUNITY!



HOMESMART.

# 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

**BUSINESS BUILDER**  
Weekly \$250 Winner



# Open House Success

Promote. Dazzle. Convert.



**Register for Our New Business Builder Series**

**Webinar Every Monday**

11 a.m. PST April 1-22, 2019

HOME SMART.

VIRTUAL  
**OPEN  
HOUSE**  
WEEKEND

APRIL 18-19, 2020



HOME SMART.

HOME SMART.

VIRTUAL  
**OPEN  
HOUSE**  
WEEKEND



HOME SMART.

HOMESMART.

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



HOMESMART.

HOME SMART.



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

HOME SMART.

**1. PROMOTE**

**2. DAZZLE**

**3. CONVERT**

**1. PROMOTE**

**(before)**

**2. DAZZLE**

**(during or @)**

**3. CONVERT**

**(after)**

**MORE  
TRANSACTIONS?**

# HOW THIS NEEDS TO WORK!

- We have to do this together. We need massive participation.
- We need to explain what needs to happen
- We need to teach you all how to market this to REALTORS and Consumers  
Teach You How To Communicate to & Educate the Consumer & REALTORS
- Train You on the MLS
- Make you aware of all of the new marketing  
MLS • Social • Signage • Traditional Marketing
- Get You To Use it. Convince you to try it.
- Have you become “EXPERTS” at it

# HOW THIS NEEDS TO WORK!

- We have to Train You on the “Live Virtual Meeting Software”
- Get You To Use it. Convince you to try it.
- Have you become “EXPERTS” at it
- Close Transactions with it.

# THEN

- We will pick a weekend for  
**“HomeSmart’s NATIONAL “LIVE VIRTUAL OPEN HOUSE WEEKEND”**
- We market it. You market it.  
You market your listings.
- Consumers & REALTORS participate.

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

**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”**

# SmartAgent I.D.E.A.S.

Private group

Interacting as HomeSmart

- About
- Discussion
- Announcements
- Members
- Videos
- Photos
- Files
- Recommendations
- Watch Party

Search this group

- Shortcuts
- HSI Franchisee Fo... 20+
  - HomeSmart Elite ... 20+
  - HomeSmart on Hart... 8
  - SmartAgent I.D.E.A.S.
  - Lab Cost Agents 20+
  - Inman Coast to Co... 20+



Joined | Notifications | Share | More

Post | Photo/Video | Live Video | More

Write something...

Photo/Video | Ask for Reco... | Check in | ...



**Is This Group About Business?**

We've put this group in the **Business** category to help people find it more easily. Is this right?

No, Remove | Yes

### Announcements See All (3)

**Adam Bauer** Admin · March 27 at 5:34 PM

A COVID-19 Update from President, Ashley Bowers [https://preview.hs-sites.com/\\_hcms/preview/content/27670332782?portalId=40789878&preview=true&cacheBust=0&preview\\_key=nfeEINPH&from\\_buffer=false](https://preview.hs-sites.com/_hcms/preview/content/27670332782?portalId=40789878&preview=true&cacheBust=0&preview_key=nfeEINPH&from_buffer=false)



### INVITE MEMBERS

MEMBERS 3,715 members



DESCRIPTION

SmartAgent I.D.E.A.S (Information, Discussion, Execution, Answer... See More

GROUP TYPE

General

### RECENT GROUP PHOTOS See All



English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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Facebook © 2020



# SmartAgent I.D.E.A.S.

Private group



Interacting as HomeSmart

About

Discussion

Announcements

Members

Videos

Photos

Files

Recommendations

Watch Party

Search this group

Shortcuts

HSI Franchisee Fo... 20+

HomeSmart Elite ... 20+

HomeSmart on Hart... 7

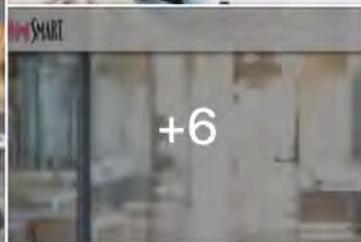
SmartAgent I.D.E.A.S.



Adam Bauer added 10 photos to the album: Zoom Virtual Backgrounds.

Admin · 23 hrs

Looking to take your Zoom meetings to the next level? Use these branded virtual backgrounds! They are also available in the MDC!



Britton Bailey Sanchez, Stephanie Talboys and 40 others 7 Comments

Like

Comment

Info

INVITE MEMBERS

MEMBERS

3,651 members



DESCRIPTION

SmartAgent I.D.E.A.S (Information, Discussion, Execution, Answer... See More

GROUP TYPE

General

RECENT GROUP PHOTOS

See All



English (US) · Español · Português (Brasil) · Français (France) · Deutsch



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Mike Hill

## SmartAgent

### I.D.E.A.S.

Private group

Interacting as  
HomeSmart

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Announcements

Members

Videos

Photos

Files

Recommendations

Watch Party

Search this group

#### Shortcuts

HSI Franchisee Fo... [20+]

HomeSmart Elite ... [20+]

HomeSmart on Hart... [8]

SmartAgent I.D.E.A.S.

Lab Coat Agents [20+]

Inman Coast to Co... [20+]

#### THE CHALLENGE: COMPLETE AT LEAST 4 of the 6 Items below.

- 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- Do a LIVE Virtual Listing Appt,  
Live Virtual Showing, or  
Live Virtual Open House
- Drawing will be held April 24th!



17

5 Comments

Like

Comment

more



Hilary Johnson Taylor 🏠 Taylor Alt Team is ready for the challenge

Like · Reply · 3h · Edited



Pam Freeman Olmstead What about 100 personal notes written?

Like · Reply · 2h

1



Wendy Scott-Simpson I'm IN

Like · Reply · 1h



Gerald Heron 🏠 Phoenix Central Office. Completed #4, #5, #6, will do #3. Also hoping to be Under Contract with my 1st HomeSmart Elite transaction tomorrow all completed 'virtually' with clients in North Dakota.

Like · Reply · 1h



## 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

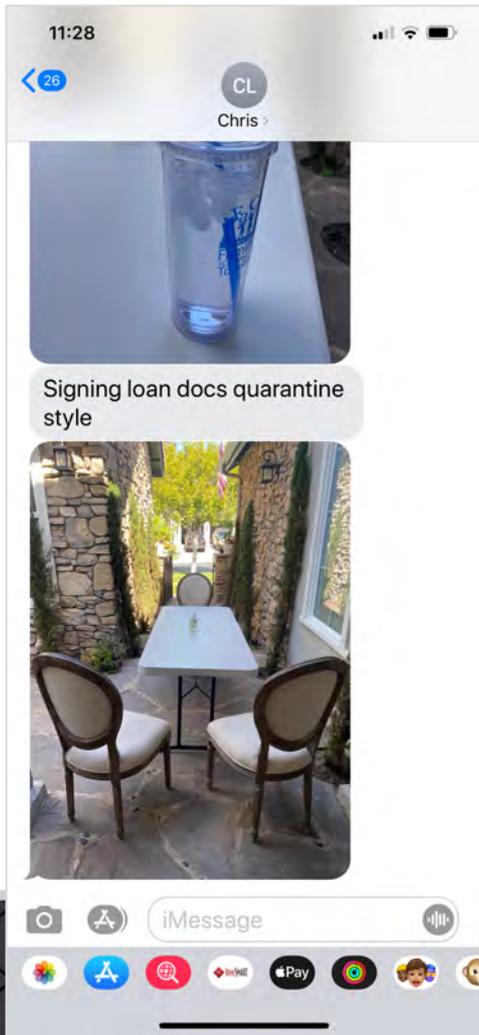
HomeSmart Professionals

928-368-7130 cell

[TroyBrownBiz@gmail.com](mailto:TroyBrownBiz@gmail.com)

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





# **STEP 2- MARKETING!**

**HOW TO MARKET VIRTUAL**



**2.**

**HOW TO MARKET  
LIVE VIRTUAL SHOWINGS  
& OPEN HOUSES**

**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?**

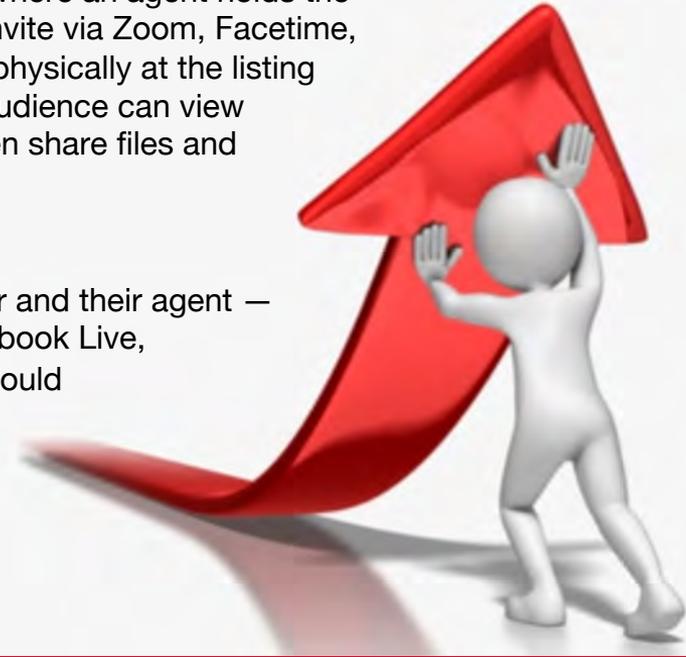
An open house is a scheduled event at a designated time where an agent holds the house “open” for potential buyers to walk through. Also called a "Physical Showing" or a "Traditional In-Person Open House."

### **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.

### **What is a “LIVE Virtual Showing?”**

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.



### **What is a “LIVE Virtual REALTOR® Tour?”**

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.

### **What is a virtual tour?**

A virtual tour is a digital walk-through of a property by way of a slide show or pre-recorded video. It is not scheduled.

### **What is a “LIVE Virtual Listing Appointment?”**

A virtual Listing appointment is where a prospective seller or sellers meet virtually with a prospective sellers real estate agent via Zoom, Facetime, Facebook Live, FaceBook Messenger, etc. It is a one-on-one meeting. The prospective seller(s) can view and interact "live" with their agent and ask questions, and agents can share files, other information and screens as well.



- **“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.

The screenshot shows the Flexmls website interface. At the top, there is a search bar with the text "Enter an Address, City, ZIP, MLS #, or Contact..." and a "Guided Help" link. The navigation menu includes "Menu", "Quick Search", "Add User", "Spark Admin", "Fields - Main Listings", "Hot Sheet", "Change User", "Change Listing", "Office/Member", and "Reorder...". The main content area is titled "Open Houses" and features a date range selector set to "03/24/2020" to "04/07/2020". Below this is a table with the following data:

MLS #	Address	Open Houses Date	Type	Time
31	4587 44th Street SE, Albuquerque, NM 87101	03/27/2020	Virtual	09:00 AM to 09:00 PM

Below the table are buttons for "Add", "Edit", and "Remove". At the bottom of the page, there is a disclaimer: "Information is deemed to be reliable, but is not guaranteed. © 2020 MLS and FBS. Prepared by Sales Professional, The #1 Team on Tuesday, March 24, 2020 2:14 PM."

- 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.

The screenshot shows the Flexmls search results page for '1 - Residential'. The top navigation bar includes 'Work on behalf of ...', 'Share', 'E-Mail', 'Save', 'Print', and 'CMA'. Below this are tabs for 'EDIT SEARCH', 'LIST', 'DETAIL', 'PHOTOS', 'MAP', 'COMPARE', and 'MESSAGES'. The 'DETAIL' tab is selected. The main content area shows a list of three listings. The first listing is highlighted in yellow and has a 'Join my online Open House' link in the 'Open House Link' column. The second listing is also highlighted in yellow and has a 'Join my online Open House' link. The third listing is highlighted in yellow and has a 'Join my online Open House' link. The 'Open House Link' column contains a link that is highlighted in blue and has a mouse cursor over it.

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>

The screenshot shows the Flexmls Open House information page for a virtual open house. The title is 'Open House From 3/24/2020 To 3/30/2020'. The page displays the following information:

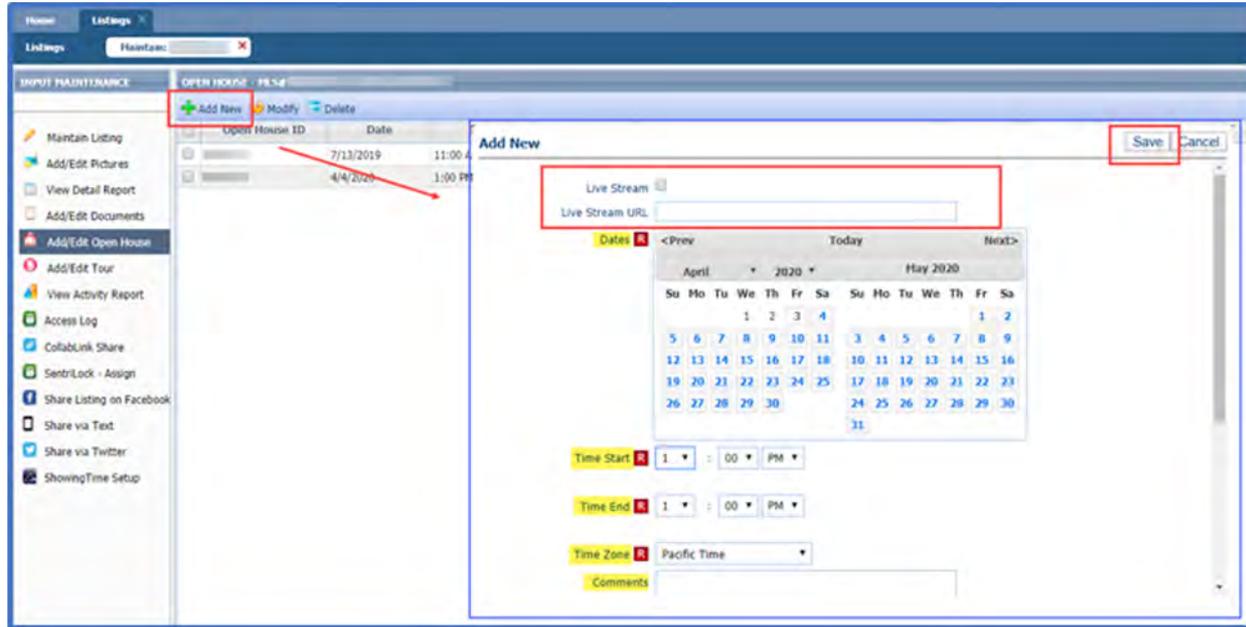
- Scheduled Time:** Friday, March 27, 2020 09:00 AM to 09:00 PM
- Type:** Virtual Open House
- Open House Link:** [Join my online Open House](#)
- Listed by:** James Walsh of FBS Office 2 (Bso01)
- Hosted By:** Listing Agent
- Hosted Phone:** 123-456-7890
- Address:** 4587 44th Street SE, Albuquerque, 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!

At the bottom of the page, there is a button labeled 'Show Selected Only'.

# Paragon MLS

## CRMLS Paragon Virtual Open Houses Options

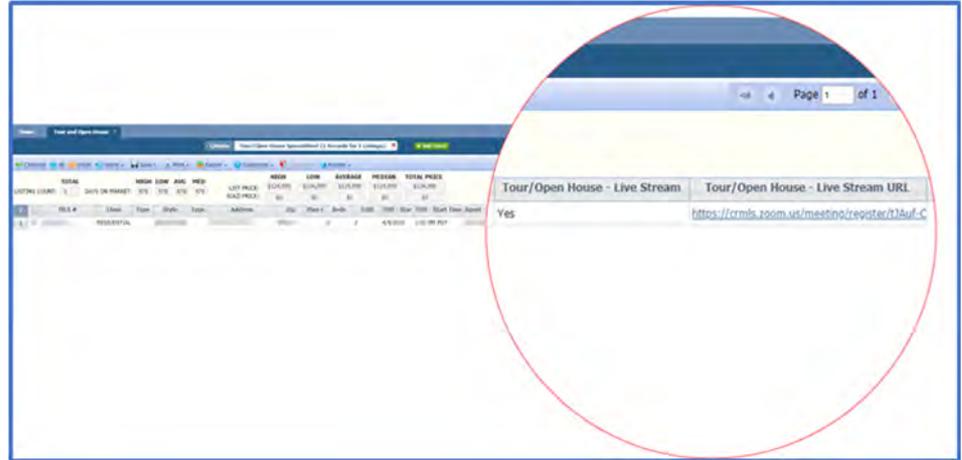
1. In Paragon, click on Listings > Maintain Listings
2. Click on Select an Action and then select Add/Edit Open House.
3. Click on Add New. Check the box next to Live Stream and paste the link/URL in the Live Stream URL field.
4. Select date and time, add optional comments, and select save.



# Paragon MLS

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

1. Click on Search icon, and then select Tour and Open Houses.
2. In the Tour/Open House status, enter 0.
3. In the Tour/Open House Live Stream field, enter Yes.
4. In the Report View, the Live Stream URL displays as a clickable link. Click on the link to join or register for the Virtual Open House.



**MLS #:** [REDACTED] **Class:** RESIDENTIAL **Event Date:** 04/07/2020 10:00:00 AM  
**Status:** ACTIVE **List Price (H):** [REDACTED] **Event Start Time:** 10:00 AM PDT  
**Address:** [REDACTED] **County:** San Diego **Event End Time:** 10:30 AM PDT  
**City:** [REDACTED] **Zip:** [REDACTED] **Event Type:** Open House  
**Map Coordinates:** [REDACTED] **Bedrooms:** 2 **Event Group:** [REDACTED]  
**Baths Full:** 1 **Baths Half:** 1

**Open House Type:** Virtual  
**Live Stream URL:** <https://zoom.us/j/Cpqj/dsH72M>

**Comments:**

# 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 a web form for adding a virtual open house. The form includes fields for Date, Time, Showing Agent (XTRAINING), Attended, Refreshments, Drawing, and Virtual Open House URL. The Open House Type dropdown menu is highlighted with a red box, showing options for Virtual Public and Virtual Broker. A red arrow points to the Virtual Open House URL field, which contains the text https://VirtualOpenHouseURL.com. A Delete button is visible on the right side of the form.

# 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 <[galcenter@showingtime.com](mailto:galcenter@showingtime.com)>

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

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

To: <[tjs@toddsjsmith.com](mailto:tjs@toddsjsmith.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@toddsjsmith.com](mailto:tjs@toddsjsmith.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 (2488593)		
<b>Back to Listing</b>   <b>Homeowner's Version</b>   <b>Change Date Range</b>   <b>Display Options</b>   <b>Add Activity</b>   <b>Send Notification</b>   <b>Email Report</b>   <b>Attachments</b>   <b>Print Report</b>   <b>Download PDF</b>		
<b>Feedback Responses</b>   <b>Activity Details</b>   <b>Showing Agent</b>		
<b>Activity Details</b>		
Showing	3/24/2020 8:00 AM - 8:13 AM	Hank Duffie Coastal Group Real Estate
Showing	5/21/2020 12:00 PM - 12:30 PM	William Tobias Show Street Realty Company
<b>Listing Activity Details</b>		
Activity Type	Activity Date	Showing
Future Virtual Showing (202101)	04/07/2020 11:15 AM - 11:30 AM	Alison Toy Western G (202) 566-4411

### 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.

----- 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@toddsjsmith.com](mailto:tjs@toddsjsmith.com)>



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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

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(602) 230-7600 (Office Main Line)

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

# Showingtime

[Virtual Showing Guide](#)

HOME SMART  
Real Estate Made Easy

# 3. New Marketing Assets

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



# 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!



## 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?

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

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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?**

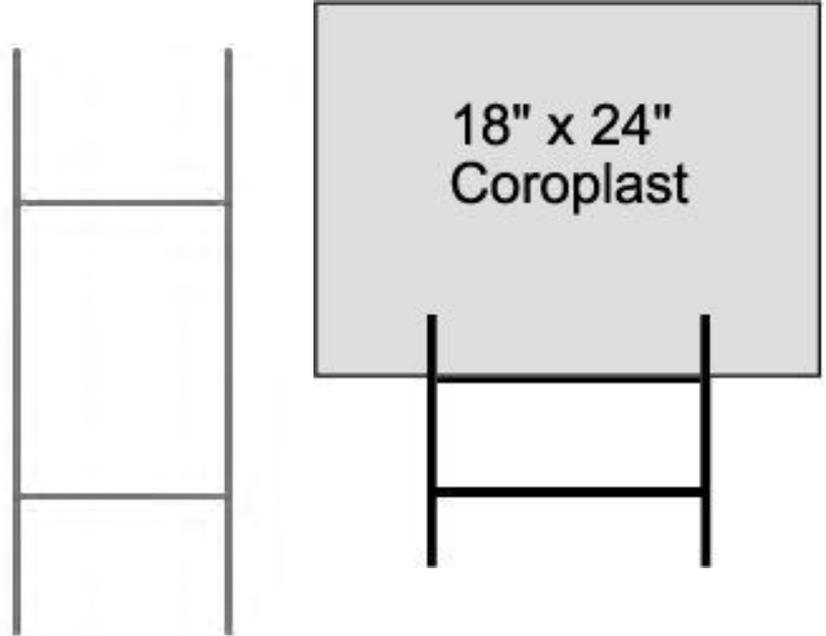
**Get in touch with one, today!**

# 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!



SHOWING OPT D - 24x24



# LIVE VIRTUAL SHOWINGS AVAILABLE!



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



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



**LIVE VIRTUAL  
SHOWINGS  
AVAILABLE!**

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

**HOME SMART**

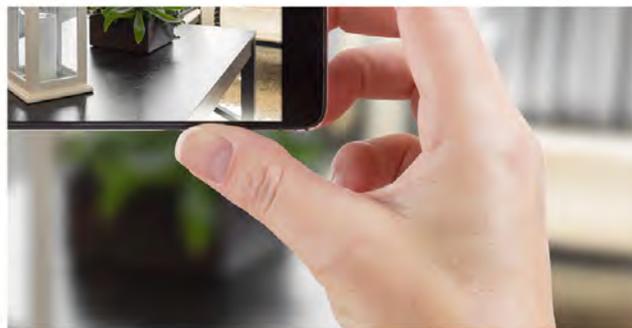
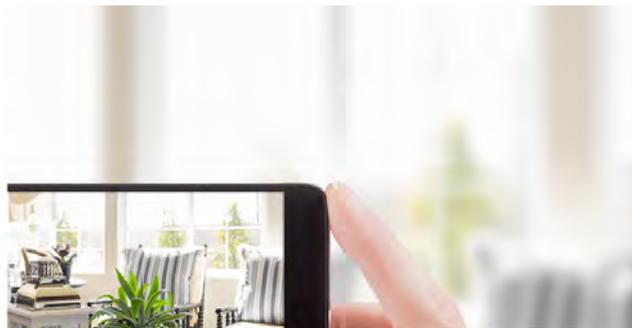
SHOWING RIDER OPT A - 12x24



**HOME SMART**  
Real Estate Made Easy.

**Your Name**  
**555.555.5555**

[www.JoinHomeSmart.com](http://www.JoinHomeSmart.com)



VIRTUAL  
**OPEN**

**HOUSE**  
WEEKEND



**COMING  
SOON**

HOME**SMART**

**“LIVE Virtual Showing”  
Social Media Graphics:  
Zoom.**

**NOW OFFERING  
LIVE VIRTUAL  
SHOWINGS  
VIA ZOOM!**

HOMESMART.



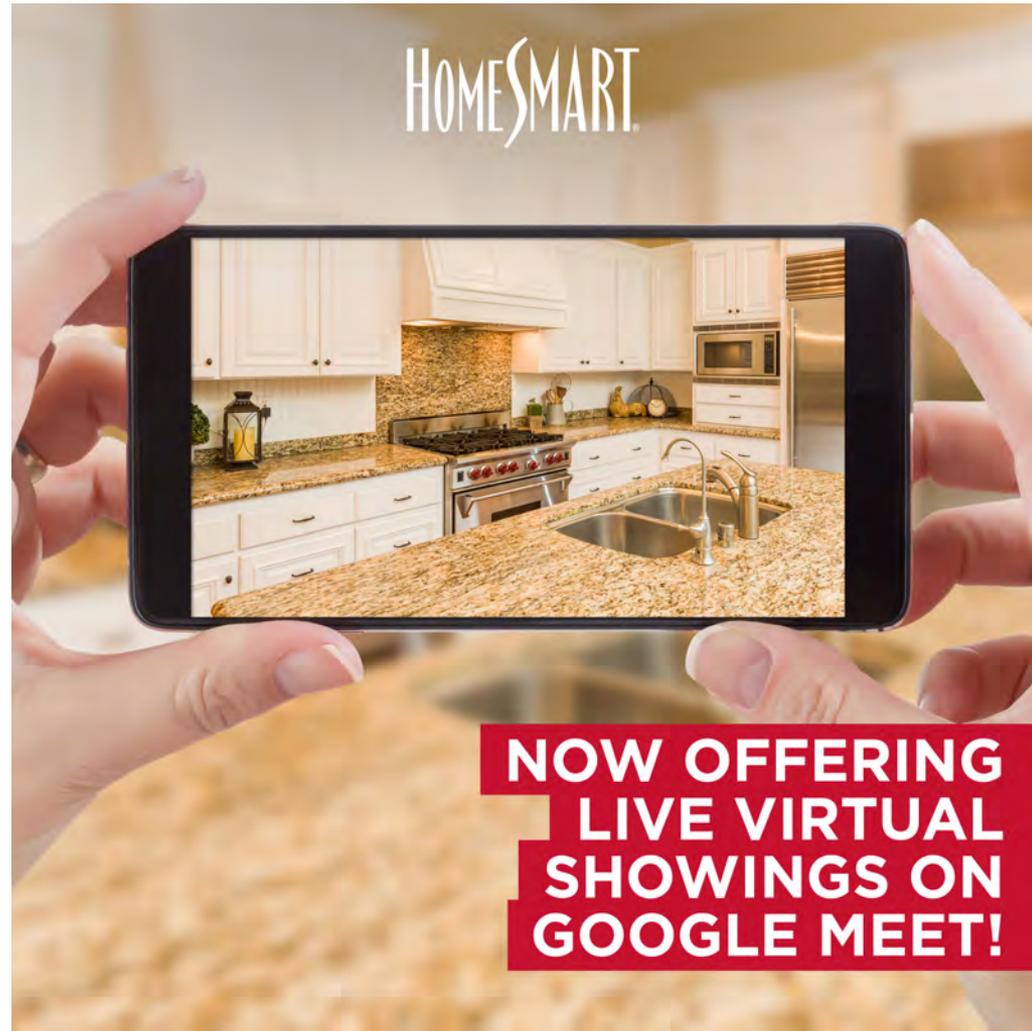
**“LIVE Virtual Showing”  
Social Media Graphics:  
Facebook Live.**



**“LIVE Virtual Showing”  
Social Media Graphics:  
Facetime.**



**“LIVE Virtual Showing”  
Social Media Graphics:  
Google Meet.**



HOMESMART.

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



**“LIVE Virtual  
Open House”  
Social Media Graphics:  
Zoom.**

**HOME SMART.**



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

**“LIVE Virtual  
Open House”  
Social Media Graphics:  
Facebook Live.**



**“LIVE Virtual  
Open House”  
Social Media Graphics:  
Facetime.**

HOMESMART.



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

**“LIVE Virtual  
Open House”  
Social Media Graphics:  
Google Meet.**



**NOW OFFERING  
LIVE VIRTUAL  
OPEN HOUSES ON  
ZOOM & FACETIME!**

**HOMESMART.**

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

**“LIVE Virtual  
REALTOR® TOURS”  
Social Media Graphics:  
Zoom & Facetime.**



HOMESMART.

**NOW OFFERING  
LIVE REALTOR®  
TOURS ON ZOOM  
& FACETIME!**



# “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?”**



**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

### **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"

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"**

# 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**"

1:14

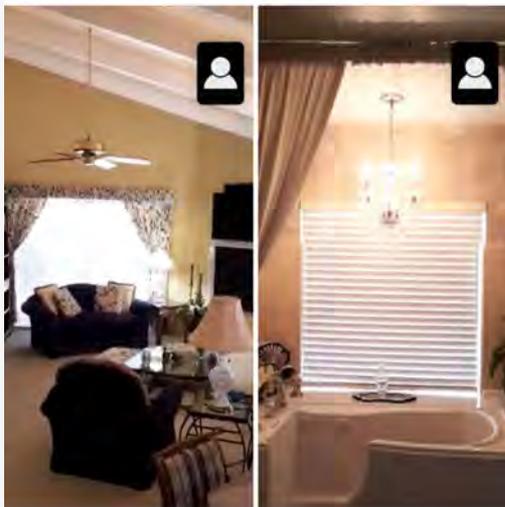


Todd Sumney

Posted by Todd Sumney

7 mins · 🌐

Hello Everyone!  
 HomeSmart agent Jim Boyd is doing a "Live Virtual Open House" out in Fountain Hills today on Love Court. Tour this home right from your phone or laptop now. Simply Click the link below to participate in the Live Virtual Showing/ Open House up until 3pm AZ time today. Don't forget to check out the walk-in Bathub !  
<https://us04web.zoom.us/j/71346800674>  
 #HomeSmartLiveVirtualOpenHouseAZ  
 #HomeSmartLiveVirtualOpenHousesAZ



Kyle Kim

8 Shares



HOME SMART

12:21

Messages



713-4680-0674

RECEIVED

Please wait, the meeting host will let you in soon

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*

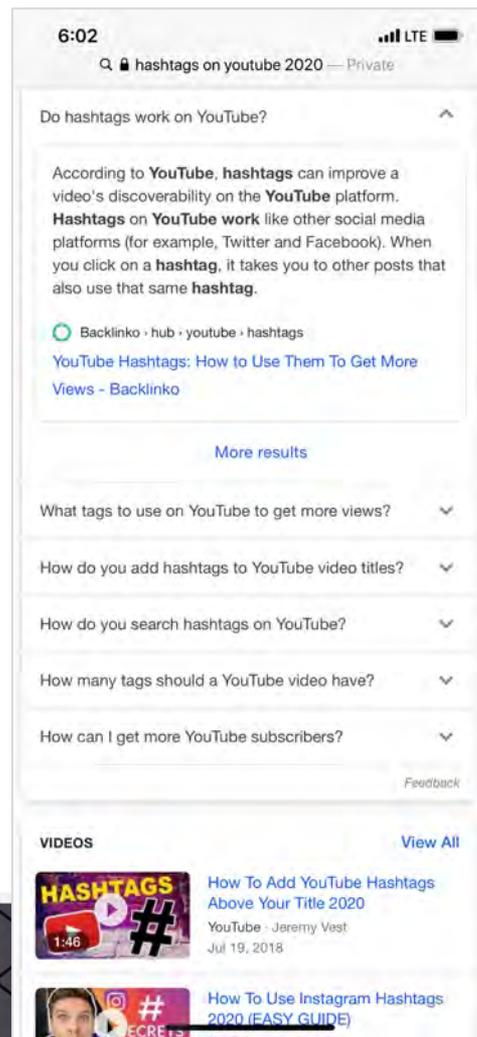
ONLINE



# 5. #HashTag Strategy

HOW TO MARKET VIRTUAL







**FBA Training**  
Ad go.officialkevin... [LEARN MORE](#)

#craftyourdream

How To Add YouTube Hashtags Above Your Title 2020

59K views · 1 year ago

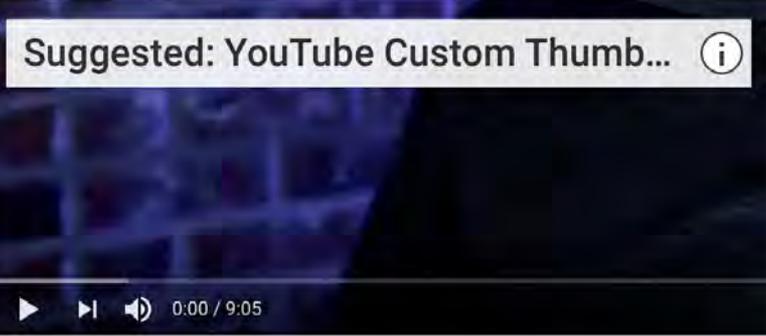
800 156 Share Download Save

**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](#)

**HOW!?**  
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**  
Ad 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.)**

**#HomeSmartLive**  
**#HomeSmartLiveRI**

HOME SMART



Seen by 31

HOME SMART

led at

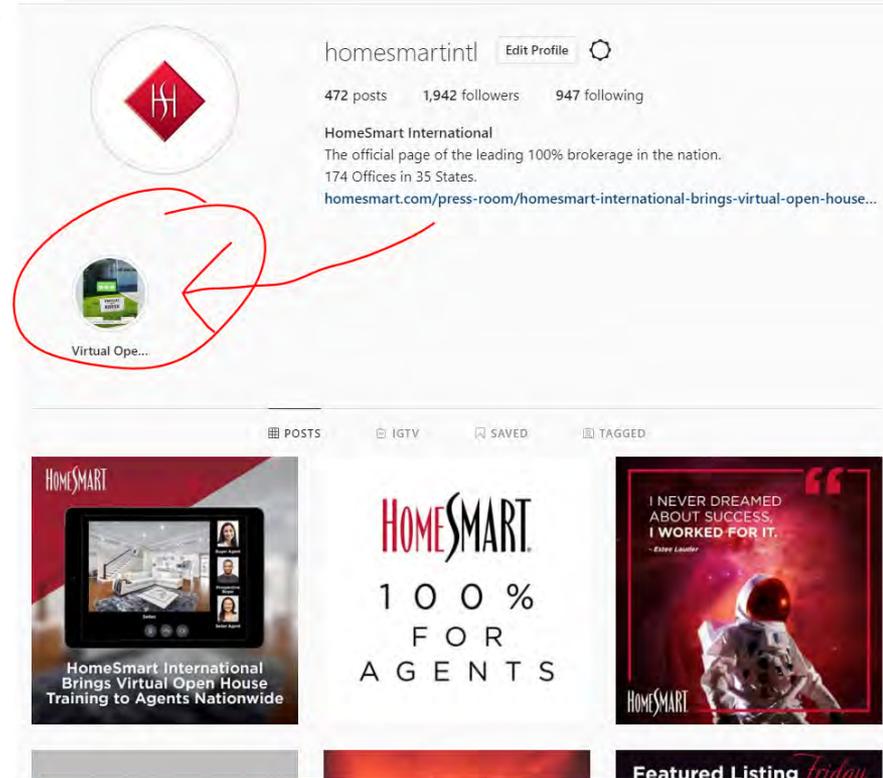
Hi Todd, here are some brief bullet points on what we need agents to do to help promote.

1) On Instagram, if they create a story, have them tag HomeSmart International's Instagram account like Dede did.



2) Have them use the tag you instructed them to.

3) If they do, we will add it to our Virtual Opens Highlight. If they do not tag us, we can't do this easily. It also has to be a story.



HOME SMART

All of the new marketing tools & resources can be downloaded at  
[HomeSmart.com/Virtual-Open-House](https://www.homesmart.com/Virtual-Open-House)

# 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



**?**

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

# 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

## Virtual Open House Training Schedule

---

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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.

**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**

**Agent Download and Recordings:  
[homesmart.com/virtual-open-house](https://homesmart.com/virtual-open-house)**

**Consumers Info:  
[homesmart.com/consumer-virtual-open-house](https://homesmart.com/consumer-virtual-open-house)**

# **STEP 3 & 4 - CONDUCTING LIVE EVENTS!**



**3.**  
**HOW TO CONDUCT  
LIVE VIRTUAL SHOWINGS  
& OPEN HOUSES**

# 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](https://youtu.be/U0NfYc_8lwU)

**Set Up A a FREE Zoom Account:**

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

# Choose How You Want to Do Your LIVE SHOWINGS

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

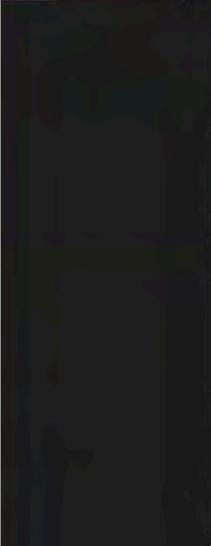
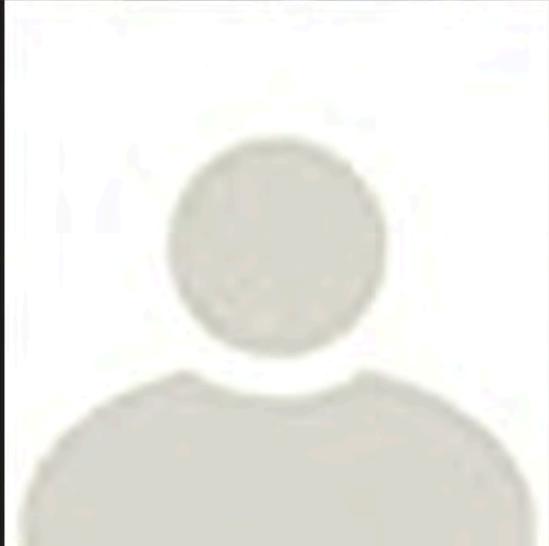
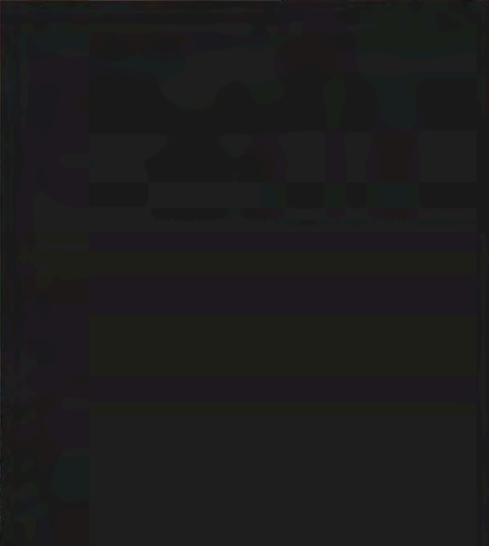


# 1. Recorded Footage + Via Meeting Software

- 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.





# Choose Your Meeting Software

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



[SIGN UP, IT'S FREE](#)

## Zoom Meeting Plans for Your Business

[Zoom for Education](#) | [Zoom for Telehealth](#) | [Zoom for Developers](#)

Basic	Pro	Business	Enterprise
Personal Meeting	Great for Small Teams	Small & Med Businesses	Large Enterprise-Ready
<b>Free</b>	<b>\$14.99</b> /mo/host	<b>\$19.99</b> /mo/host	<b>\$19.99</b> /mo/host
	<small>* Minimum of 10 hosts</small>	<small>* Minimum of 50 hosts</small>	
<a href="#">Sign up, It's Free</a>	<a href="#">Buy Now</a>	<a href="#">Buy Now</a>	<a href="#">Contact Sales</a>
<ul style="list-style-type: none"> <li>Host up to 100 participants</li> <li>Unlimited 1 to 1 meetings</li> <li>40 mins limit on group meetings</li> <li>Unlimited number of meetings</li> <li>Online support</li> <li>+ Video Conferencing Features</li> <li>+ Web Conferencing Features</li> <li>+ Group Collaboration Features</li> <li>+ Security</li> </ul>	<ul style="list-style-type: none"> <li>All Basic features +</li> <li>Includes 100 participants <a href="#">Need more participants?</a></li> <li>Meeting duration limit is 24 hrs</li> <li>User management</li> <li>Admin feature controls</li> <li>Reporting</li> <li>Custom Personal Meeting ID</li> <li>Assign scheduler</li> <li>1GB of MP4 or M4A cloud recording</li> <li><a href="#">REST API</a></li> <li>Skype for Business (Lync) interoperability</li> <li>+ Optional Add-on Plans</li> </ul>	<ul style="list-style-type: none"> <li>All Pro features +</li> <li>Includes 300 participants <a href="#">Need more participants?</a></li> <li>Dedicated phone support</li> <li>Admin dashboard</li> <li>Vanity URL</li> <li>Option for on-premise deployment</li> <li>Managed domains</li> <li>Single sign-on</li> <li>Company branding</li> <li>Custom emails</li> <li>LTI integration</li> <li>Cloud Recording Transcripts</li> <li>+ Optional Add-on Plans</li> </ul>	<ul style="list-style-type: none"> <li>All Business features +</li> <li>Enterprise includes 500 participants</li> <li>Enterprise Plus includes 1,000 participants</li> <li>Unlimited Cloud Storage</li> <li>Dedicated Customer Success Manager</li> <li>Executive Business Reviews</li> <li>Bundle discounts on Webinars and Zoom Rooms</li> </ul>



# 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.

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

Recurring meeting

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

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



SOLUTIONS PLANS & PRICING CONTACT SALES

SCHEDULE A MEETING JOIN A MEETING HOST A MEETING

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

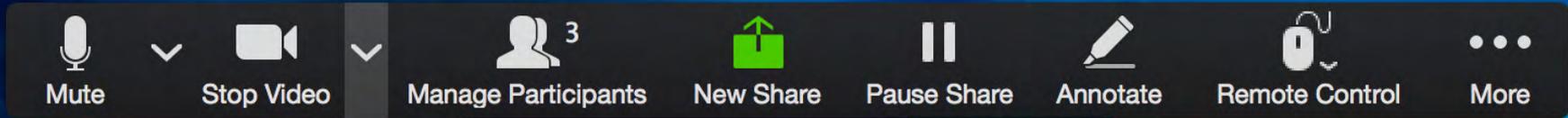
The user does not have any upcoming meetings.  
To schedule a new meeting click Schedule a Meeting.

Save time by scheduling your meetings directly from your calendar.



Microsoft Outlook Plugin

Chrome Extension



A dark grey Zoom meeting control bar with various icons and labels. From left to right: a microphone icon labeled 'Mute', a dropdown arrow, a video camera icon labeled 'Stop Video', another dropdown arrow, a person icon with a '3' indicating participants, a green share icon labeled 'New Share', a pause icon labeled 'Pause Share', a pencil icon labeled 'Annotate', a mouse icon labeled 'Remote Control', and a three-dot menu icon labeled 'More'.



A dark grey dropdown menu for camera selection. It contains three items: 'Select a Camera' (header), '✓ FaceTime HD Camera' (selected), and 'Choose a virtual background...'. A horizontal line separates the first two items from the third. Below the menu is a red button with a white square icon and the text 'Stop Share'.



# SmartAgent I.D.E.A.S.

Private group



Interacting as HomeSmart

About

Discussion

Announcements

Members

Videos

Photos

Files

Recommendations

Watch Party

Search this group

Shortcuts

HSI Franchisee Fo... 20+

HomeSmart Elite ... 20+

HomeSmart on Hart... 7

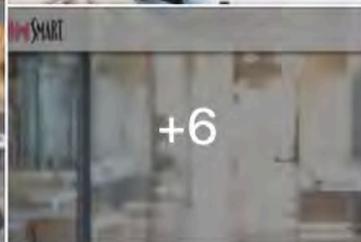
SmartAgent I.D.E.A.S.



Adam Bauer added 10 photos to the album: Zoom Virtual Backgrounds.

Admin · 23 hrs

Looking to take your Zoom meetings to the next level? Use these branded virtual backgrounds! They are also available in the MDC!



Britton Bailey Sanchez, Stephanie Talboys and 40 others 7 Comments

Like

Comment

Info

INVITE MEMBERS

MEMBERS

3,651 members



DESCRIPTION

SmartAgent I.D.E.A.S (Information, Discussion, Execution, Answer... See More

GROUP TYPE

General

RECENT GROUP PHOTOS

See All



English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2020

Mike Hill

# 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.

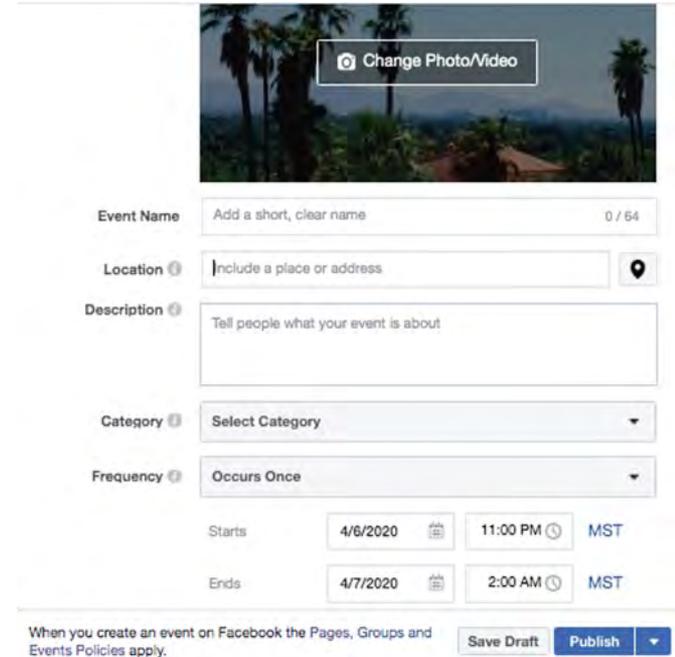




# Facebook Live

## [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.



Change Photo/Video

Event Name  0 / 64

Location  

Description

Category

Frequency

Starts  

Ends  

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

- 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%
Post Engagements	1	
Page Likes	1	

Create Post

Photo/Video Check in Feeling/Activity

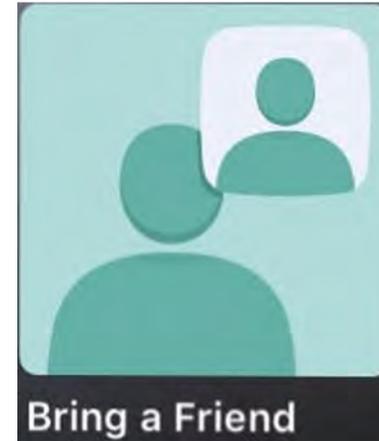
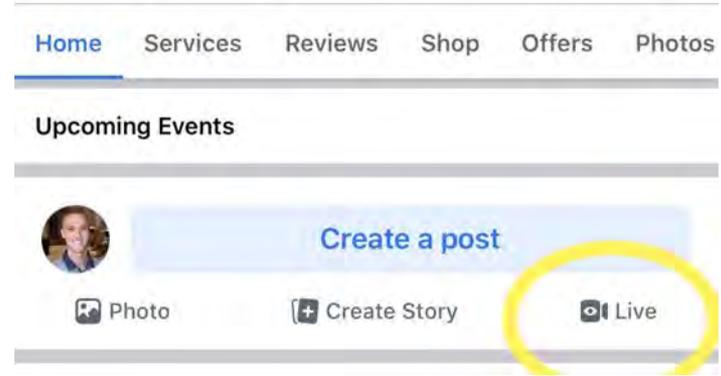
Create Live Event Offer Job

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

7 People Reached 1 Engagement Boost Post

# 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.



- 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%

Create Post  
Photo/Video Check in Feeling/Activity

# 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.

The screenshot shows the 'Open House' event creation form in Google Calendar. 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 clock icon, the date and time 'Apr 25, 2020 2:30pm - 3:30pm Apr 25, 2020', a person icon, and 'Add guests'. There are three input fields: 'Add location', 'Add conferencing', and 'Add description'. At the bottom are three buttons: 'More options', 'Save', and 'Make It a Zoom Meeting'.

The screenshot shows the Google Meet event details for 'Open House' on Saturday, April 25, from 3:30 to 4:30pm. At the top right are icons for edit, delete, email, and a menu. Below the title is a blue square icon. The event title is 'Open House' and the date and time are 'Saturday, April 25 · 3:30 - 4:30pm'. There are three main options: 'Join Hangouts Meet' with a green location pin icon and the URL 'meet.google.com/bgc-weaa-ykw', 'Join by phone' with a red phone icon and the number '+1 510-761-9613 PIN: 516 036 664#', and '10 minutes before' with a bell icon. A 'Copy conference link to clipboard' button is visible on the right side. A partial 'Agent Service' button is also visible on the right edge.

# 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 shows a Google Meet interface. At the top, a calendar view displays the days of the week (SUN to THU) and the dates 2 through 6. Below the calendar, the event details for 'Teaching Centre 101' are shown, including the date 'Wednesday, May 5, 2021' and the time '2:00 - 3:00pm'. There are three main options: 'Join Hangouts Meet' with the URL 'meet.google.com/gxd-kjns-vpa', 'Watch live stream' with the URL 'stream.meet.google.com/stream/b1530ffb-fe47-44', and 'Create view-only event' which is highlighted with a red box. Below the event details, there is a video conference in progress. The top row shows two participants: Jeff Sheldon and Bradley Meyer. The bottom row shows a group of participants around a table and a circular inset showing a participant's back with a 'Turn on captions' button.

+ 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				

Calendar navigation and utility icons:

- Calendar icon
- Checkmark icon
- Plus icon
- Right arrow icon

## 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](#) 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** > **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](#).
2. Single-click the live stream event and click **Edit**.
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



### Basic

# \$6

USD / user / month

[GET STARTED](#)

#### INCLUDED APPLICATIONS

- Gmail Business email
- Meet Video and voice conferencing (for up to 250 participants per call)
- Chat Secure team messaging
- Calendar Shared calendars
- Drive 30GB cloud storage
- Docs Word processing

MOST POPULAR

### Business

# \$12

USD / user / month

[GET STARTED](#)

#### INCLUDED APPLICATIONS

- Gmail Business email
- Meet Video and voice conferencing (for up to 250 participants per call)
- Chat Secure team messaging
- Calendar Shared calendars
- Drive **Unlimited** cloud storage (or 1TB per user if fewer than 5 users)

### Enterprise

# \$25

USD / user / month

[GET STARTED](#)

#### INCLUDED APPLICATIONS

- Gmail Business email
- Meet Video and voice conferencing (for up to 250 participants per call)
- Chat Secure team messaging
- Calendar Shared calendars
- Drive **Unlimited** cloud storage (or 1TB per user if fewer than 5 users)

# 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



SIGN UP, IT'S FREE

We have developed resources to help you through this challenging time. [Click here](#) to learn more.

# In this together. Keeping you connected wherever you are.

Sign up for Free

Helpful Resources



## One Consistent Enterprise Experience.



Meetings

Online Meetings, Training & Technical Support



Video Webinar

Marketing Events & Town Hall Meetings



Conference Rooms

Build Collaboration-Enabled Conference Rooms



Phone System

The next generation enterprise phone system



Chat

Cross-Platform Messaging & File Sharing

Help



Home

Chat

Meetings

Contacts

Search



Upcoming

Recorded



**614-845-6968**

My Personal Meeting ID (PMI)

## My Personal Meeting ID (PMI)

614-845-6968

Personal Link: <https://homesmart.zoom.us/my/marketingwebinars>

Start

 Copy Invitation

 Edit

Join from a Room

[Show Meeting Invitation](#)



- With Video On
- With Video Off
- Screen Share Only

Profile  
**Meetings**

Webinars

Recordings

Settings

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Reports

Attend Live Training

Video Tutorials

Knowledge Base

Upcoming Meetings

Previous Meetings

Personal Meeting Room

Meeting Templates

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  
Add Zoom

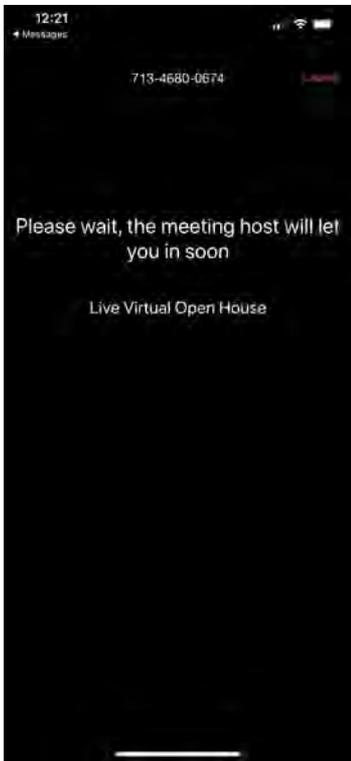
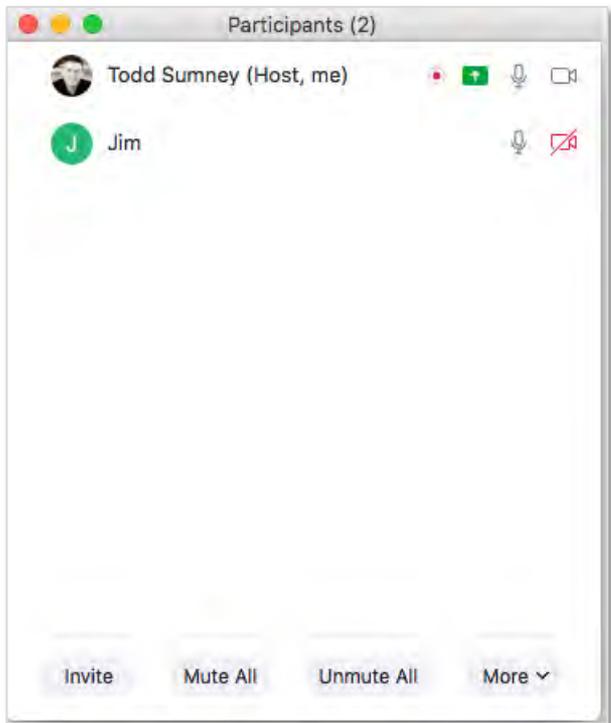
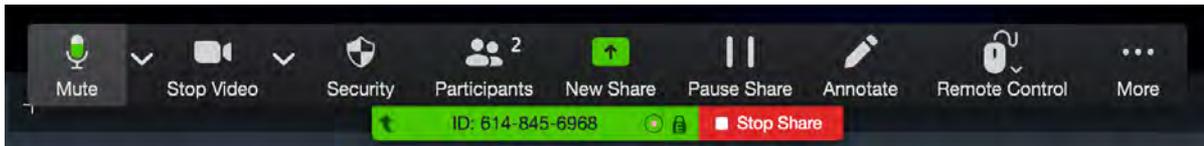


Chrome Extension  
Download



Firefox Add-on  
Download





When  

Duration  hr  min

Time Zone

Recurring meeting

Registration  Required

Meeting ID  Generate Automatically  Personal Meeting ID 614-845-6968

Meeting Password  Require meeting password

Video Host  on  off

Participant  on  off

Audio  Telephone  Computer Audio  Telephone and Computer Audio  3rd Party Audio

Dial from United States of America [Edit](#)

Meeting Options  Enable join before host

Mute participants upon entry 

Enable waiting room

**4.**  
**HOW TO CONDUCT  
LIVE VIRTUAL LISTING  
PRESENTATIONS  
& LIVE REALTOR TOURS**

**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
- Horizontal? 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 Boyd (2517b2a4-5a61-41b9-a197-c4d3024bb554)

**Order Total:** \$0.00

**Status:** Released

**Comments:**

**Ship To:**

James Boyd

[tsumney@homesmart.com](mailto:tsumney@homesmart.com)

### Order Summary

Product	Order Qty Each	Order Qty Pieces		Subtotal
AZ - Individual Pre-Printed Listing Presentation, Phoenix HS-PPLP-SA-AZ1	1	1	<b>This item will be electronically delivered to you via email shortly.</b>	
Individual presentation dual pocket folders with die-cut diamond on front cover. White/Black Lux design. Approx. 9" x 11.5", matte finish.				
				\$0.00
PPT - Individual Listing Buy Presentation - Horizontal HS-LBP-HRZ-SA-PPT	1	1	<b>This item will be electronically delivered to you via email shortly.</b>	
Editable - Individual Listing Buy Presentation - Horizontal - Powerpoint, updated 2019				
				\$0.00
Children's Listing Agreement HS-LP-CLP	1	1	<b>This item will be electronically delivered to you via email shortly.</b>	
Get the kids involved during the home buying/selling process! Print this Children's Listing Agreement for a little extra fun for the kids.				
				\$0.00
<b>Order Total:</b>				<b>\$0.00</b>

The payment method for this order was **Bill Me Later**.

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 item to download.

**Order #:HS-27735**

Product	Description	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.	<a href="#">Download File</a>
PPT - Individual Listing Buy Presentation - Horizontal -	Editable - Individual Listing Buy Presentation - Horizontal - Powerpoint, updated 2019	<a href="#">Download File</a>
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.	<a href="#">Download File</a>

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

# 1b. Live Virtual Listing Presentations

## Choose Your Meeting Software

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

# 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**



Welcome to

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



**I am now going to show you  
how to do a live listing presentation**

# 2. Live Virtual REALTOR® Tours

Recording

Total non-video participants: 31

Speaker View



Corie Rockafellow	Todd Sumney	Bill Flemming	Ashley Bowers
Lisa Bowden	Camille Victour	Stephanie Sandoval	richardraspantini
Jeff Byrd	Rick Musto	Roger Lee	Adam Bauer
Marianne	Ryan Cook	Rob Foglio	Freddy Rodriguez
Kelley Portman	HomeSmart Premie...	HomeSmart Profes...	Jonathan Edmiston
Arthur Briscoe	ISOM COLEMAN	Ed Ugarte	Chuck Poteet
Jim Sparkman	Michael Swope		

Unmute Stop Video

Participants 57 Chat Share Screen Record Reactions

Leave Meeting

**WHO WANTS TO PARTICIPATE IN THE  
FIRST “LIVE VIRTUAL REALTOR TOUR”  
IN YOUR STATE?**

**WHO WANTS THEIR LISTING  
FEATURED?**

**Type in the chat...**

## 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

## 2d. Live Virtual REALTOR® Tours Choose Your Meeting Software

- Create Appointment in Software
- 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

- About Zoom
- Preferences... ⌘,
- Services ▶
- Check for Updates...
- Uninstall Zoom
- Join Meeting... ⌘J
- Start Meeting ^⌘V
- Schedule Meeting... ⌘D
- Screen Share... ^⌘S
- Hide Zoom ⌘H
- Hide Others ⌘⇧H
- Show All
- Switch Account
- Sign Out
- Quit Zoom ⌘Q





Recording



### Settings

- General
- Video**
- Audio
- Share Screen
- Chat
- Virtual Background
- Recording
- Profile
- Statistics
- Keyboard Shortcuts
- Accessibility

**Camera:** FaceTime HD Camera

16:9 (Widescreen)  Original ratio

**My Video:**  Enable HD  
 Mirror my video  
 Touch up my appearance

**Meetings:**  Always display participant name on their videos  
 Turn off my video when joining a meeting  
 Always show video preview dialog when joining a video meeting  
 Hide non-video participants  
 Spotlight my video when speaking  
 Display up to 49 participants per screen in Gallery View



Unmute Start Video

Participants Chat Share Screen Record Reactions

Leave Meeting



Todd Sumney



Corie Rockafellow



Bill Flemming



Ashley Bowers



Camille Victour

- Fit to Window
- 50%
- 100% (Original Size)
- 150%
- 200%
- 300%
- Request Remote Control
- Annotate
- Side-by-side Mode

Recording



HOMESMART

Know

**Ashley Bowers**  
 President, HomeSmart International



Unmute

Stop Video

Participants 38

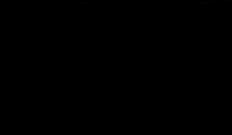
Chat

Share Screen

Record

Reactions

Leave Meeting

 Corie Rockafellow	 Todd Sumney	 Bill Flemming	 Ashley Bowers	 Lisa Bowden	 Camille Victour	 Stephanie Sandoval
 richardraspantini	 Jeff Byrd	 Rick Musto	 Roger Lee	 Adam Bauer	 Marianne	 Ryan Cook
 Rob Foglio	 Freddy Rodriguez	 Kelley Portman	 HomeSmart Premier R...	 HomeSmart Profession...	 Jonathan Edmiston	 Arthur Briscoe
 ISOM COLEMAN	 Ed Ugarte	 Chuck Poteet	 Jim Sparkman	 Michael Swope	 Chris Carbone	 Rich La Rue
 Bill	 Johnette Gore	 Brenda Thompson	 Britton Sanchez	 Josh Farber	 Suzanne Poteet's iPhone	 Cindy Tran
 Lisa Schulz	 Nivea	 Randel Aleman	 Dan Bowden	 Matthew Elam		





Corie Rockafellow	Todd Sumney	Bill Flemming	Ashley Bowers
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Jim Sparkman	Michael Swope		

# RECAP / SUMMARY

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

**1. The Opportunity & The Plan**

**2. How to Market Live Virtual Real Estate**

**3. How to Conduct Live Virtual Showings  
& Live Virtual Open Houses**

**4. How to Conduct Live Virtual Listing Appointments  
& Live Virtual REALTOR® Tours**

# 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



IF YOU CAN  
CHOOSE YOUR

*spouse*

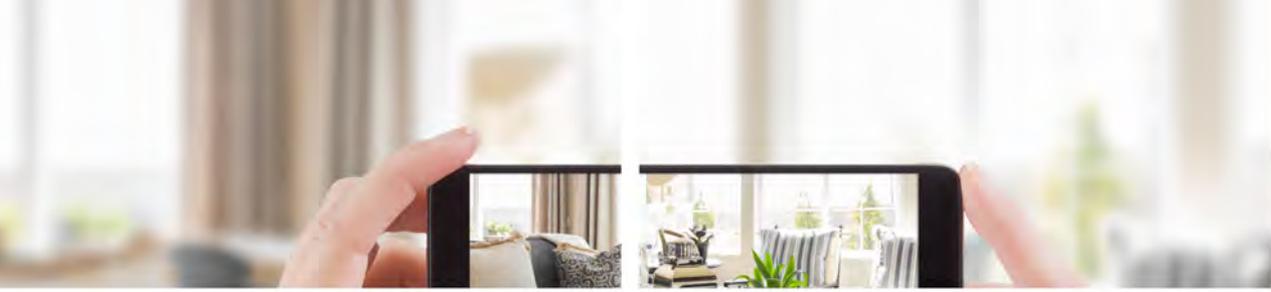
ONLINE

YOU CAN  
CHOOSE YOUR

*house*

ONLINE





HomeSMART.



HOSTING A  
SUCCESSFUL  
**VIRTUAL**



**OPEN  
HOUSE**

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



**THANK YOU!**