

HOSTING A VIRTUAL OPEN HOUSE



- There are so many ways to conduct a virtual open house and connect with your customers! Host an event **LIVE** from the home or **LIVE** while sitting in front of your computer. The way many agents do this is through a combination of live video calls and pre-recorded video tours. Use this handy dandy guide to help you create, promote, and host a successful virtual open house! Choose one that feels comfortable to you.

LIVE FROM THE HOME

TOOLS YOU'LL NEED

1. VIDEO HOSTING APP ON YOUR SMART PHONE OR TABLET

- Google Meet*
- Zoom
- join.me
- Skype
- Facebook Live

2. STRONG WIFI CONNECTION/NETWORK

- Ask the seller to share their wifi password and/or network with you

LIVE FROM YOUR COMPUTER

TOOLS YOU'LL NEED

1. SMART PHONE OR TABLET

- This is needed to record the video tour for you to share during your event

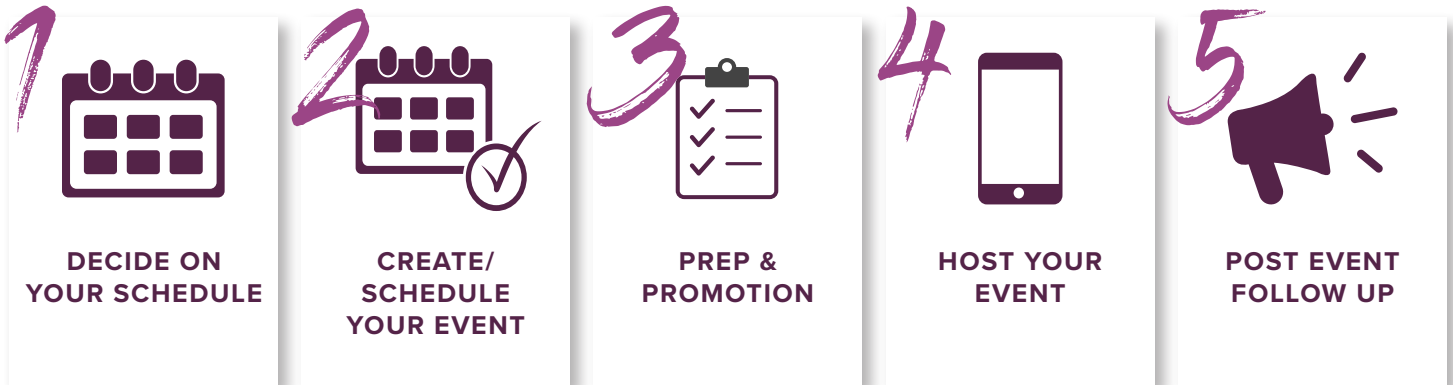
2. VIDEO HOSTING APP ON YOUR COMPUTER

- Google Meet*
- Zoom
- join.me
- Skype

3. STRONG WIFI CONNECTION/NETWORK

- Ask the seller to share their wifi password and/or network with you

5 STEPS TO A SUCCESSFUL VIRTUAL OPEN HOUSE



*You have free access to advanced Google Meet video-conferencing capabilities through your **bhhsflpg.com** email, including:

- Live streaming for up to 100K viewers within your domain
- Record meetings to Google Drive to share with those who can't attend

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1

DECIDE ON YOUR SCHEDULE

- Choose the **date and time** that best fits your seller's and your own schedule.
- This will depend on if you are going to host a **LIVE event at the property** or a **LIVE event on your computer** with a prepared presentation.
- Take into consideration when **Mega Open House Weekend** is occurring! [Go to the agent help site and search "Mega Open House Weekend" to see the full schedule!]

2

CREATE/SCHEDULE YOUR EVENT

- Choose your platform to host your event:
 - **Google Meet**
 - **Zoom**
 - **Join.me**
 - **Skype**
 - **Facebook Live***
- Create the event in your platform of choice, save the URL link provided **Facebook Live is the only platform you cannot preschedule*
- Use **Spacio** to create a sign in form and tailor the questions and follow up email to fit your virtual open house – this is great for lead capture and follow up with attendees! **Add the link into the description of your meeting.**

3

PREP & PROMOTION

SOCIAL MEDIA

- To promote your meeting, create a **PUBLIC Facebook Event** through your **Facebook Business Page**
- If you are using an **online meeting platform** such as Google Meet or Zoom, **include the link in the location field and in the description of the event.** We advise this instead of having the home address as the location so guests don't try to show up.
- If you are wanting to host a **Facebook Live**, you can forego the location field and be sure to provide the date and time you plan to go live in the description of the event.
- Add the **Spacio form link** into your description and add the text: **"Want more information on this property or others like it? Be sure to fill out this form and I'll follow up with you after the virtual open house!"**
- Whether you are hosting your virtual open house with an online meeting platform or Facebook Live, you can use **canva.com** to create **FREE** graphics to promote when your event will occur! Be sure to post these within the Facebook Event, on your respective Facebook pages, and in your Facebook stories.
- Be sure you **INVITE** people to the event and share it on your personal and business Facebook pages.
- Optional: **Boost** your Facebook Event for \$15 to the surrounding homes within a 15 mile radius. You want to increase the amount of event responses and get interested buyers to attend your virtual open house! *{We've got instructions on how you can do this!}*

ONLINE

- Your listing's page on your [bhhsfloridaproperties.com](https://www.bhhsfloridaproperties.com) website has a new feature where you can include a link to your virtual open house event. Submit your **online meeting link** or your **Facebook Event link** to [virtual.bhhsfloridaproperties.com](https://www.virtual.bhhsfloridaproperties.com) so the Marketing Team can add it for you!

EMAIL

- Share the **online meeting link** or your **Facebook Event link** via email to your fellow BHHS agents, co-ops, neighbors (use remine) and/or buyers in your pipeline
- Ways to send an email include:
 - eCard through **Marketing Resource**
 - eCard through **Ace** [accessed via Cab Corner]
 - email with canva.com graphic through **Cab Corner**
 - email with canva.com graphic through your **gmail**

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HOST YOUR EVENT

LIVE FROM THE PROPERTY (AND RECORDING TIPS IN GENERAL!)

- **PRE-WORK:** Before you ever press record, you're going to have some pre-work to do.
 - **Gather stats and information on the community** a customer wouldn't know that you can later provide in the presentation!
 - Next, **familiarize yourself** with the layout of the home and plan out your route. Be sure to turn on all of the lights and open all doors!
 - Plan out some bullet points on **why this home is great next to the competition in the area.**
 - **DON'T** write out an entire script, **DO** use an outline or bullet points for what you would like to feature
- **PLAN THE ROUTE:** For the route, you'll want to start outside of the home and show off the neighborhood – this is something typically forgotten during a video tour and where you should insert those stats you gathered on the community, remember YOU are the market expert! Then make your way to the front door, tour the first floor, then the second floor if there is one, ultimately ending in the backyard.

• If using **Facebook Live**, you can **practice** your Live Video by picking "Only Me" for your audience

RECORDING USING FACEBOOK LIVE

- **Go Live Within Your Event** – If you go live within your event, those who clicked "interested" will be notified that your event is starting!
- Start the Facebook Live with the camera on you and introducing yourself! Something like: **"Hi there! This is Jane Doe from Berkshire Hathaway HomeServices Florida Properties Group. Welcome to my virtual open house! I truly appreciate you being here with me at 123 Main Street in Tampa. We are going to start on the outside of the home and make our way indoors. If you have any questions, please let me know!"** Then follow your route as planned.
- Ask your audience to leave comments and questions **throughout your broadcast**, then ENGAGE with and mention them by name. This makes the experience more personal! Plus, this allows you to go back and follow up with them one-on-one through messenger. Just like you would after a "normal" open house tour!
- You can never do too much! Whatever you point the camera at is what the viewer will see – so be sure to take the time to pan slowly and speak clearly. Also, two areas that are typically forgotten in a video tour are the **garage and closets.**
- **Be prepared to start over more than once during the time period you advertised.*
- **FINISHING UP:** At the end of your live video, flip the phone or tablet screen back onto yourself. Mention the link to your Spacio sign in form if they would like to receive more information, thank your guests for joining you and provide your contact information.
- Be sure to save the video to post into the event page and on your respective pages later!

RECORDING USING ONLINE MEETING PLATFORM

- Start the live online meeting/video with the camera on you and introducing yourself! Something like: **"Hi there! This is Jane Doe from Berkshire Hathaway HomeServices Florida Properties Group. Welcome to my virtual open house! I truly appreciate you being here with me at 123 Main Street in Tampa. We are going to start on the outside of the home and make our way indoors. If you have any questions, please let me know!"** Then follow your route as planned.
- You can never do too much! Whatever you point the camera at is what the viewer will see – so be sure to take the time to pan slowly and speak clearly. Also, two areas that are typically forgotten in a video tour are the **garage and closets.**
- **Be prepared to start over more than once during the time period you advertised. Also, answer questions as they are asked.*
- **FINISHING UP:** At the end of your live online meeting/video, flip the phone or tablet screen back onto yourself. Mention the link to your Spacio sign in form if they would like to receive more information, thank your guests for joining you and provide your contact information.

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HOST YOUR EVENT

LIVE FROM YOUR COMPUTER

- **PRE-WORK:** Prepare what you will share and discuss on an outline.
 - **Gather stats and information on the community** a customer wouldn't know that you can later provide in the presentation! Put this information into a slide with images using **Google Slides or Powerpoint**.
 - Plan out some bullet points on **why this home is great next to the competition in the area**. You can create a slide on this to put into your presentation using **Google Slides or Powerpoint**.
 - **DON'T** write out an entire script, **DO** use an outline or bullet points for what you would like to feature
 - **POTENTIAL VIDEOS/IMAGE SOURCES FOR YOU TO PRESENT:**
 - **Property website ACE auto creates** for you to show pictures of the property, which looks so much better than MLS
 - **Pre-recorded video** you took using the tips above OR a **virtual tour** you had a professional produce for you
 - **3-D Tour** {like the one you can do through your Zillow Premier Agent App}
 - **Video tour ACE auto creates** you
 - With any of these options, you'll want to share the basic information and important features as you scroll through the images or while the video plays through.
- **HOSTING THE EVENT:** Start your online meeting with the camera on you and introducing yourself! Something like: **"Hi there! This is Jane Doe from Berkshire Hathaway HomeServices Florida Properties Group. Welcome to my virtual open house for 123 Main Street in Tampa! I truly appreciate you being here with me today and I'm going to walk you through the images/video of this home. If you have any questions, please let me know!"** Then share your screen so they can see your presentation.
 - **Be prepared to start over more than once during the time period you advertised. Also, answer questions as they are asked.*
- **FINISHING UP:** At the end of your presentation, flip the camera back onto yourself. Mention the link to your Spacio sign in form if they would like to receive more information, thank your guests for joining you and provide your contact information.

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