






Virtual Open Houses

Take clients on an interactive tour of a property in real time leveraging social media and your smartphone!

BEFORE the Open House

1. Create a strong title for your virtual open house.
2. Create the event on your social media.
3. Plan the path of the tour ahead of time and have the home's information available for reference.
4. Create promotional materials using Designs in Command to inform when the virtual open house will occur. 
5. Promote the event using Command.
 - 5.1 Social posts 
 - 5.2 Paid ads 
 - 5.3 Email 
6. When promoting the event, link to your KW App/KW App download page so people can explore more. 

DURING the Open House

1. Think about your pacing; don't walk or talk too fast.
2. Interact with your audience and provide time to respond to comments and/or questions.
3. Highlight key features of the home. If you are hosting a one-on-one virtual tour, focus on the parts of the property that matter most to your buyer.
4. Keep the visual aspects of the home the focus of the video.
5. Be sure to close the video and say thank you.




AFTER the Open House

1. Follow up after the virtual open house.
2. Post the recording of the live video so viewers who missed it can watch.
3. Review any analytics and leverage them for the next live video.

Virtual Open House Pro Tips:

1. Perform a test of the connection and your equipment before going live.
2. Practice by creating a quick video inviting people to view your virtual open house.
3. Make a plan for how you want to introduce yourself to kick off the video.
4. Plan how you will address questions and comments.
5. Consider the time of day you are hosting the virtual open house and how that might affect the tour.

1. Remind your audience how they can contact you if they have any questions.
2. Give people time to join the virtual open house. At the beginning, provide relevant data on the neighborhood market data surrounding the open house, or provide updates on mortgage rates.
3. Turn off additional notifications on your device during the virtual open house.

1. Invite consumers who did not see the virtual open house to tune in to the posted video.
2. Follow up and stay in touch. Leverage these tools in Command:
 - 2.1 SmartPlans 
 - 2.2 Your KW App or Agent Site 
 - 2.3 Campaigns (Social posts, paid ads, emails, etc.) 

Instructions: How to Facebook Live

Practical directions from our collaboration with Facebook to make going live simple.

How to Create an Event From Your Facebook Page

To ensure people show up, think about the strategies you use to generate awareness for your actual open houses. The same strategies can extend to your virtual open house. People need to know when and where:

1. Go to your Facebook Business Profile Page (or personal page).
2. Tap to “Create” a post and choose “Event” from the list.
3. Add an event photo, perhaps the front of the house, then enter your event’s title, location, date, and time.
4. Save the event, then post a link to your listing and send to your clients!

How to Go Live From Your Facebook Page

1. Go to your Business Profile Page (or your personal page).
2. Tap “Create Post” and choose “Live” from the list.
3. Make sure the app has access to your camera and microphone.
4. Set permissions to “Public.”
5. Add a description to the video - highlight the house information.
6. Tap “Start Live Video” to begin your virtual open house!

Useful Links

