

OPEN HOUSE **LIVE**

HOW TO HOST AN OPEN HOUSE DURING COVID-19 ADAPTING TO SOCIAL DISTANCING MEASURES

FACEBOOK LIVE OFFERS SELLERS AND AGENTS THE OPPORTUNITY TO TOUR A FOR-SALE LISTING THROUGH A VIRTUAL OPEN HOUSE THAT IS REAL-TIME AND INTERACTIVE.

1 BEFORE OPEN HOUSE

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:

- You can use Facebook Events to get your Open House on calendars, send updates and reminders; (see the next page for how to)
- Send an email blast to your network letting them know when to tune in to your Facebook Page for the Live; include a link to your Facebook Page.
- Post those same details on your website, and your listings.
- Directly reach out to potential buyers from your cancelled Open House and invite them - this will make them feel like VIP.

2 LIVE OPEN HOUSE

Your First time broadcasting live can be intimidating, but if you do some pre work, things can run smoothly.

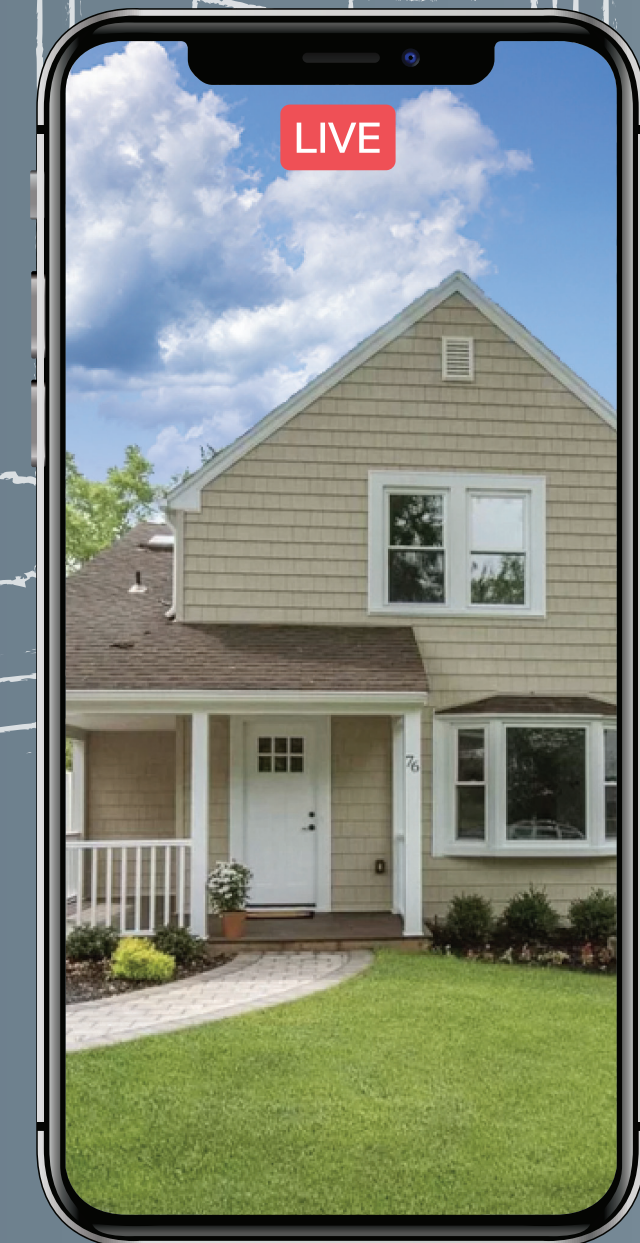
Your audience expects information and authenticity over production quality.

- Plan your tour - same as you would with a live client: where are you going first, what are you highlighting in each room? Never hurts to rehearse.
- Begin by introducing yourself, sharing your credentials, and top-lining what's great about the home.
- People may come in and out, so periodically remind people who you are and what property you're touring.
- Interact with your audience; build in time in each room to pause and answer questions from the comments.

3 AFTER OPEN HOUSE

After the Live stream is over, the video becomes on-demand content, which can then be shared, downloaded, edited, and re-purposed. It is very likely that even more people will see your Live tour AFTER you're finished.

- You can use links to the "Live After" video on your listings and send to clients who missed the tour.
- Save your live video to edit. You can use shorter clips to post on your page. Think of these as house highlights.
- Use comments from the audience to gauge what type of information they are looking for about the property. Tailor your future ed on the comments.
- Follow up with your prospects on Messenger, they may eventually be interested in putting an offer.



“HOW TO” LIVE

HERE ARE SOME PRACTICAL DIRECTIONS TO MAKE GOING LIVE SIMPLE

HOW TO CREATE AN EVENT FROM YOUR 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 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 PAGE

1. Go to your Business Profile Page (or your personal page).
2. Tap “Create A 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 Open House Live!

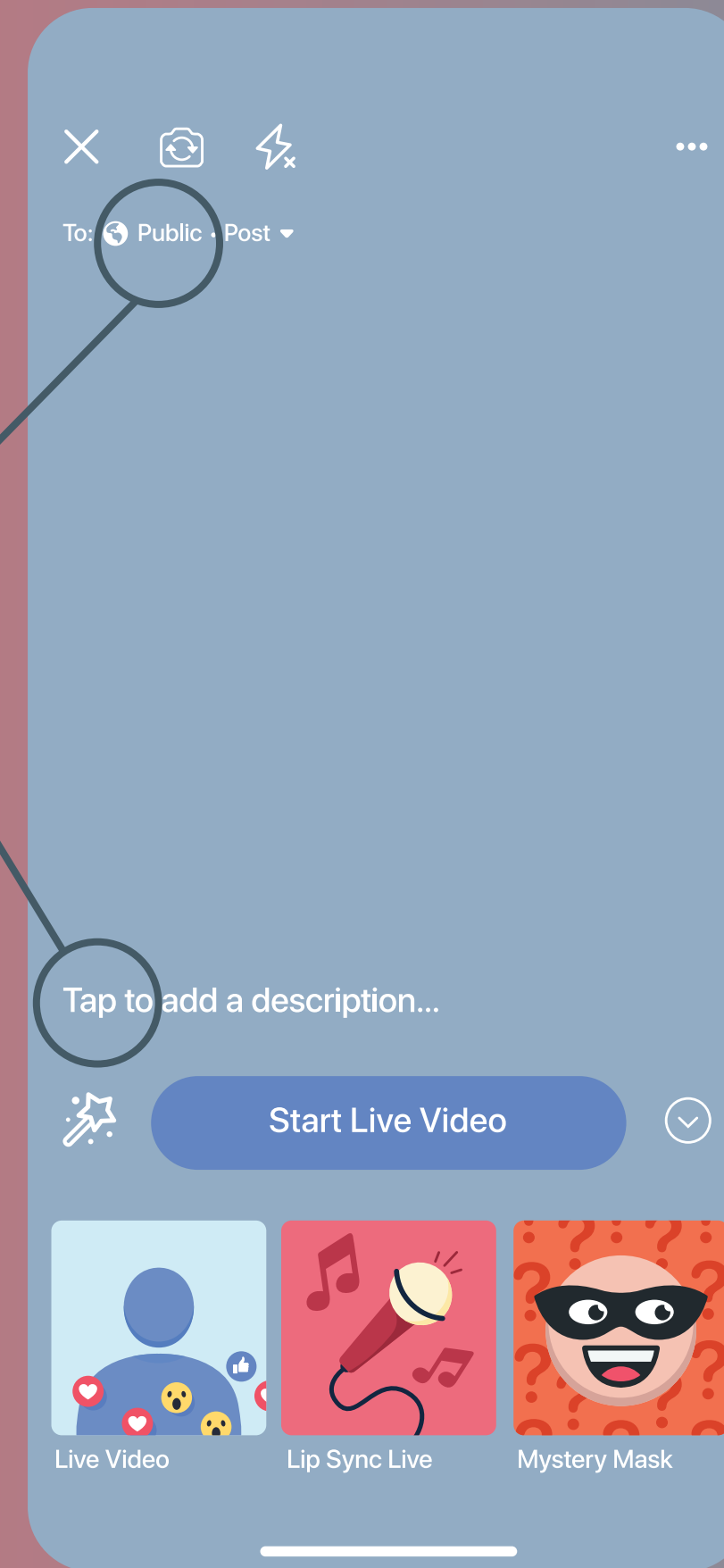
USEFUL LINKS

Live Site

live.fb.com

General Best Practices

facebook.com/facebookmedia/best-practices/live



PRO-TIPS

You don’t need a whole crew to have a decent production. Here are some tips to help you feel like a Pro:

- Test your connection throughout the house so you know if there will be any connectivity issues.
- Turn off notifications before you broadcast!
- When you’re in rooms, consider placing the phone on a tripod for stability while you speak.
- As you are walking or panning through a room, go SLOWLY - slower than you think necessary, as fast jerky actions can be disorienting. Consider using a stabilizer.
- Have the listing information handy in case you get a question.
- Watch some other home tour videos - note what you like and what you think doesn’t work.