

Hosting a Virtual Open House

In the age of COVID, getting eyes on your home listing might require you to hold a virtual open house.

Homelight.com reports that data shows that in-person showings were down as much as 58.4% in April 2020 as compared to a year prior.

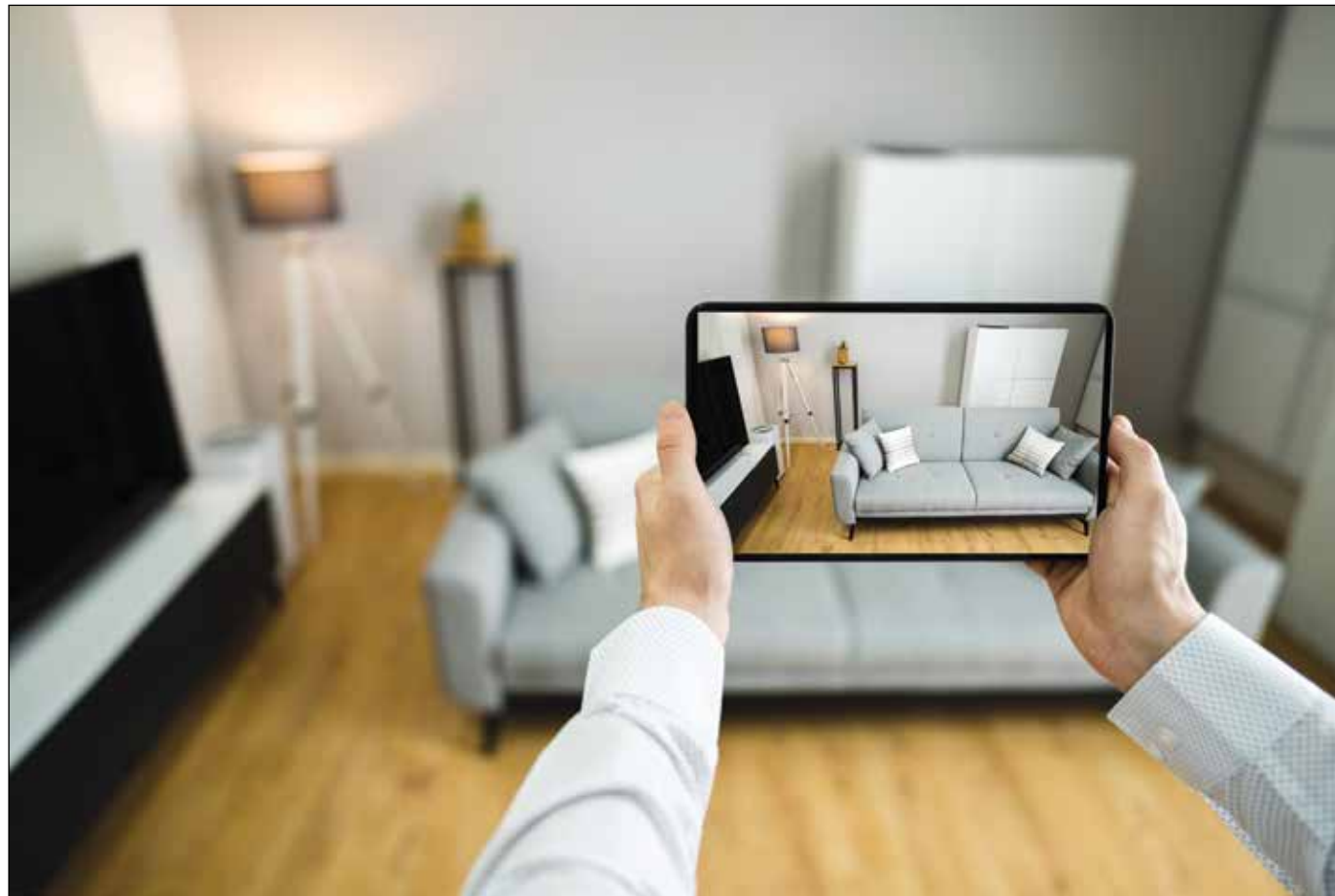
The particulars of preparing for an online event are somewhat different than preparing to host an in-person open house.

Check the regulations in your local area to see if events such as open houses are allowed. Be sure to follow any requirements about masking or capacity.

WHAT IS A VIRTUAL OPEN HOUSE?

A virtual open house is a live event streamed on social media or video platforms that allow your agent to provide information about your home as well as a walk-through, and answer questions live from viewers. It can also be recorded and the video made available online to viewers who can't attend the open house live.

Rather than a typical open house during which prospective buyers may come and go at any time during the posted hours, a virtual open house is



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Tips for Buyers

Be sure you download any needed software to attend an open house before the event begins. You'll need a fast internet connection and come prepared with a list of questions for the agent about the home.

more structured. The agent will likely give a presentation at a set time, then take questions.

MARKETING

A virtual open house might be promoted across your agent's social media channels and the marketing channels they typically use. You also can share a link to the event

on your own social media channels to help spread the word.

Your local MLS might even offer a special place in the listing to advertise a URL for a virtual open house event.

PREPARING YOUR HOME

Beverly-Hanks Realtors recommends preparing your home for your agent by turn-

ing on lights, opening curtains and doors to the areas that will be shown on camera and shutting off areas of the home that will not be shown. Experiment with lighting before the event to be sure there is no unwanted glare or other issues created by lighting.

As with any open house, you will need to plan to be

away from home, including pets and children, during the event.

Edina Realty recommends ensuring your home has a strong internet connection available and that any technical issues are resolved before your agent goes live.

SET YOUR AGENT UP FOR SUCCESS

Be sure to prepare your agent for the showing by pointing out any special features of your home and sharing what your family has loved about the home. This will help your agent showcase your home to viewers.

If you have a floor plan for the home, share that with your agent so they can make a plan regarding which areas to show and how to time the showing of each room.

If there are any issues with the home about which you foresee buyers having concerns, be sure your agent is well versed on the issue so he can answer buyers' questions accurately.

MAKE THE SALE

Be aware that if you do receive offers during or shortly after the open house, the buyers will likely still want to see the house in person before sealing the deal. Talk to your agent about which contingencies you're willing to accept.



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HOMESWISE GLOSSARY

Government mortgage: A mortgage loan that is insured or guaranteed by a federal government entity such as the Federal Housing Administration (FHA), the U.S. Department of Veterans Affairs (VA) or the Rural Housing Service (RHS).

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