

Virtual or 360 Tours

Prerecorded and accessible 24/7

Virtual Showings & Open Houses

Real-time/live events at a set day and time with a host at the property with viewers watching via live-stream (or similar delivery)

VIRTUAL SHOWINGS**DEFINED AS:**

A real-time (live) scheduled property showing conducted virtually, via a live stream for a customer or client.

HOW TO ENABLE FEATURE:

Mark “**Virtual Showing**” in the showing instructions – both in Matrix and in ShowingTime.

Include specific showing instructions in the space provided in ShowingTime or in the agent remarks in Matrix.

VIRTUAL OPEN HOUSES**DEFINED AS:**

Broker open house - an open invitation to all participating Brokers/Agents to participate in a real-time (live) scheduled event conducted virtually via a live stream.

Public open house - an open invitation to any number of prospects to participate in a real-time (live) scheduled event conducted virtually via a live stream.

HOW TO ENABLE FEATURE:

Go to the open house module in Matrix and schedule an open house as you normally would, except you will select either the “**Virtual Broker**” or “**Virtual Public**” option.

Schedule the date and time to hold the virtual open house which **must be hosted and live – not prerecorded.**

Remember these points:

- **Before agents proceed with enabling Virtual Showings & Virtual Open Houses for a listing, they should first consult with their broker/company policy and client to get their agreement to use this virtual option.**
- Follow all showing guidelines and practices as you would for in-person showings and in-person open houses, including safety and adherence to the Code of Ethics. **Additional best practices and considerations for virtual open houses are available [here](#).**
- Limit the number of people at the property conducting the virtual showing or virtual open house to only those absolutely necessary to ensure a safe and successful showing or open house and adhere to distancing protocols at all times. *Remember that viewers will be watching the live-stream from their own homes.*
- After the virtual showing or virtual open house, take proper steps to disinfect the property according to [CDC guidelines](#).
- Virtual open houses can be found via traditional means – i.e. searched for via Matrix and published on HiCentral.com, and via syndication where supported by the syndicator.