

Virtual Open Houses and Virtual Showings using Facebook Live



Version F : 05-01-2020

What we will cover today

Environment
and
Definitions

Schedule
Facebook
Live

How to input
a Virtual
Open House

How to input
a Virtual
Showing

Going Live
with
Facebook
Live

Video Hosting
Best Practices &
Safety

Common Terms

Virtual Open Houses

- A **virtual broker open house** is an open invitation to all participating Brokers/Agents to participate in a real-time (live) scheduled event conducted virtually via a live stream (or similar delivery)
- A **virtual public open house** is an open invitation to any number of prospects to participate in a real-time (live) scheduled event conducted virtually via a live stream (or similar delivery)

Virtual Showings

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

Virtual Tour

- A **Virtual Tour** is a pre-recorded or pre-configured tour of the property that is unbranded.

External Link URL

- The **External Link URL** is a link to an external webpage with property specific information. May be branded or unbranded. Typically only seen and shared amongst MLS Subscribers in Matrix

Why Virtual & Why Now

- Listings with virtual tours have a 40% higher click through rate than those that don't.
- 65% more email inquiries and 95% more calls are received on listings with virtual tours...
...Resulting in **49% more qualified leads** received
- In compliance with the Governor and Mayor's "stay at home, work from home" order, HBR and HiCentral MLS have stopped supporting in-person open houses. In-person showings must be by appointment only and in keeping with social distancing.

Technologies

- The two technologies recommended by HiCentral MLS at this time and covered by this training are:
 - Zoom
 - Facebook Live
- This should not restrict you from using the tech, tools and techniques that you are most comfortable with and you've found most effective – or that's recommended, supported and approved by your Broker. Examples include – Facetime, Google Duo/Hangouts, Skype, Blue Jeans, Teams, etc.

Setting Up Facebook Live Event


1. A. After logging into Facebook, business
B. Click **“Live”** button to schedule your live event.


Create

 Live

Schedule

[Switch to previous version](#)

 Go Live Now

 Schedule a Live Video

Upcoming Live Videos

Announcement Post

Time of Live Video



 Date
Apr 28, 2020

 Time
2:00 PM

HST

HiCentral MLS, Ltd.

Live Showing for 1136 12th Avenue

Live showing for 1136 12th Avenue.  

2. Click on **“Schedule a Live Video”** button and enter your date and time of your showing.
3. Add a title and description

Schedule Live Video

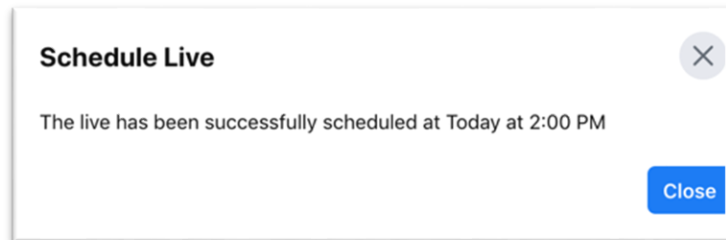
4.

Press the **“Schedule Live Video”** button.

5.

SUCCESS!

A confirmation screen will display.




6.

Paste the URL you receive from Facebook Live into Matrix
i.e. https://www.facebook.com/your_user_name/live/

Schedule

 Go Live Now

 Schedule a Live Video

Upcoming Live Videos

 HiCentral MLS, Ltd.

Choose a Page, profile or group

Page

HiCentral MLS, Ltd.

Upcoming Live Videos



Today at 10:00 AM

This is a test live event

Edit Post

View Post

Go Live Now



Today at 2:00 PM

Live Showing for 1136 12th A...

Live showing for 1136 12th Avenue.

Edit Post

View Post

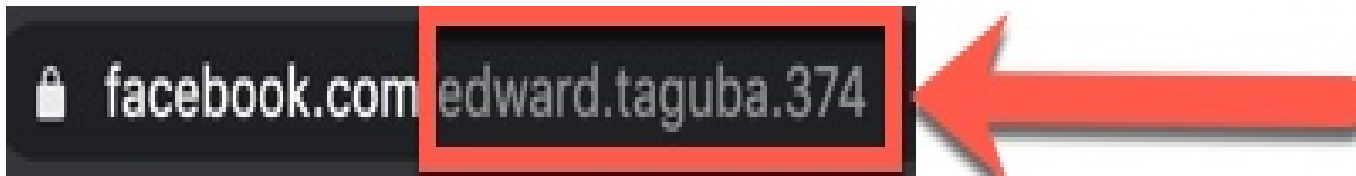
Go Live Now

6.

Click **“Upcoming Live Videos”** to see your list of showings you have scheduled.

How to obtain your Facebook Live Landing Page URL

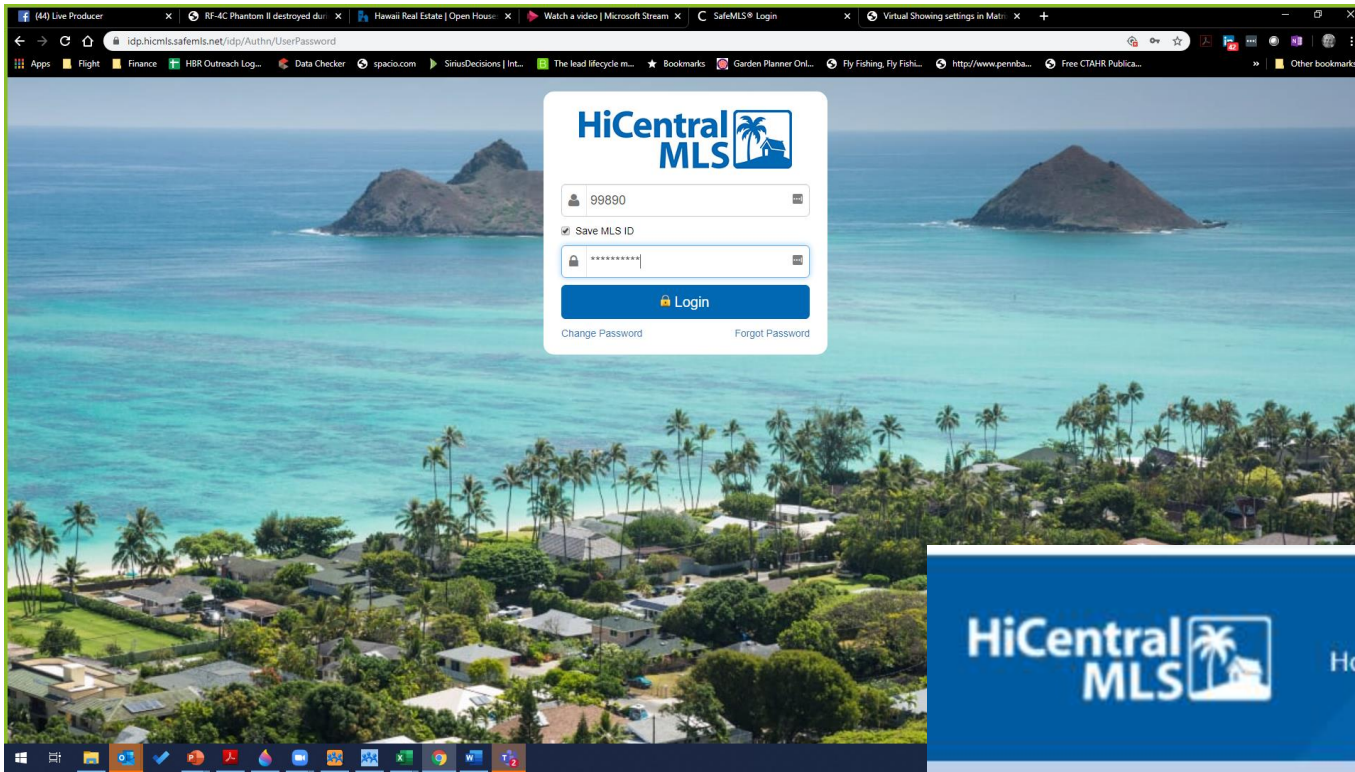
1.
 - A. Login to Facebook
 - B. Click your Name at the top right.



2.
 - A. Look at your URL to obtain your username.

Your personalized Facebook Live landing page will be
<http://www.facebook.com/username/live>

Schedule a Virtual Open House in Matrix

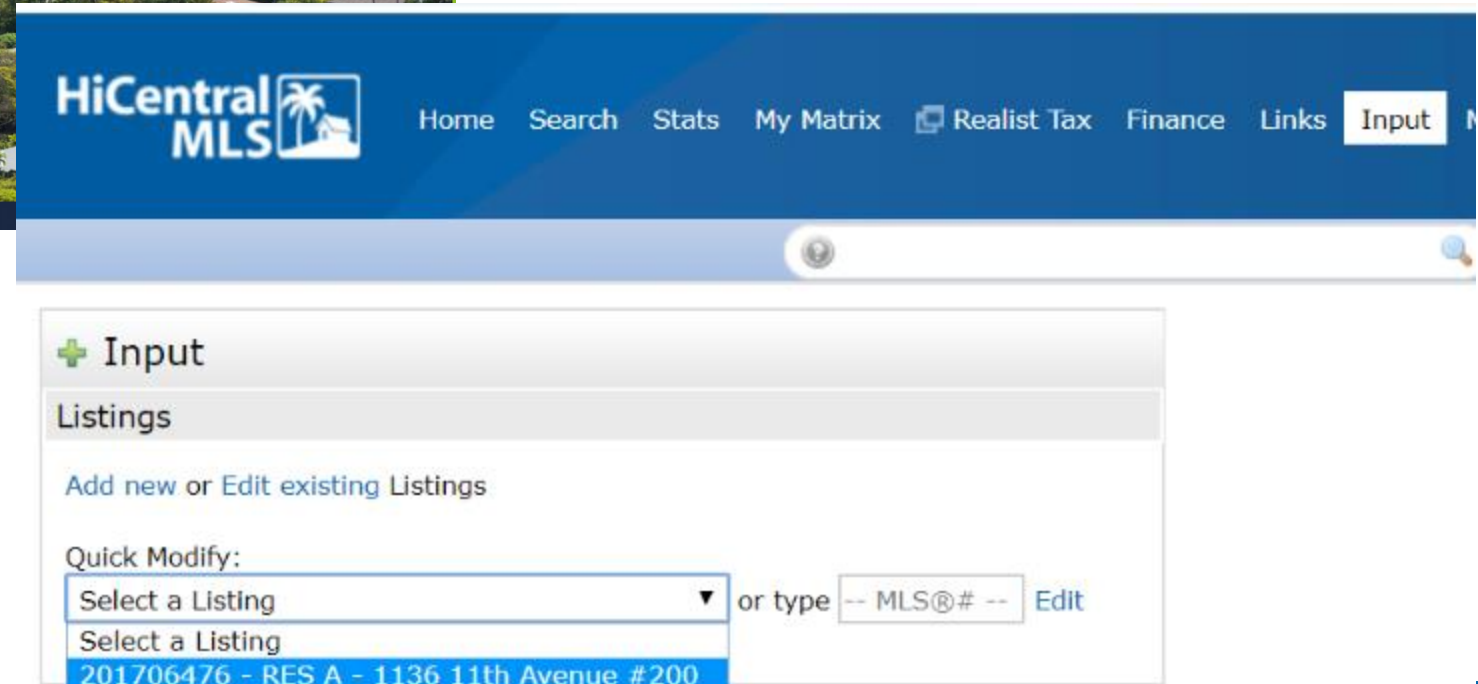


1.

Go to hicentralmls.com

2.

- A. Input
- B. From the Matrix screen,
select a listing



1136 11th Avenue #200, Honolulu 96816



MLS#: [201706476](#)

Status: **A**

Prop Type: **Single Family**

Ttl Sqft: **2**

Beds:

Baths: **0/1**

Nghbrhd: **KAIMUKI**

Zoning: **32 - B-2 Community Business Dis**

L Price: **\$1**

List Dt: **03/24/17**

Select Form

Single Family

Change to In Escrow - Showing

Change to Temp Withdrawn

Change to Withdrawn

Change to In Escrow - No Showing

Manage Open Houses

Manage Virtual Tours

Other Options

Manage Photos

Manage Supplements

Assign a Lockbox

Manage ShowingTime

Cancel

3.

Click on “Manage Open Houses”

4.

- A. Choose the Open House type – Broker or Public
- B. Enter the date
- C. Enter Start/End times
- D. select Yes under Active, and paste your meeting URL in the Virtual Open House URL field

HiCentral MLS Home Search Stats My Matrix Realist Tax Finance Links Input Market Reports Help Logout from Test Agent Hello, Test - Logout

Recent Searches

+ Manage Open Houses

Tour / Open House **MLS Number: 201706476**

Open House Type: ? **Date:** ?
Act: ☒ Virtual Public ☐ Virtual Broker Only

Start Time: ? AM ☐ PM **End Time:** ? AM ☐ PM

Comments:
Characters Remaining: 120

Virtual Open House URL ?

Refreshments: ? ☐ None ☐ Drinks ☐ Lunch ☐ Snacks Delete

Validate Cancel Input Submit listing More

+ Manage Open Houses

Tour / Open House **MLS Number:**
201706476

Open House Type: Virtual Public **Date:** 04/15/2020 **Start Time:** 2:00 AM **End Time:** 5:00 PM

Active: Yes

Comments:

Characters Remaining: 120

Virtual Open House URL

<https://zoom.us/j/>

Refreshments: ☐ None ☐ Drinks ☐ Lunch ☐ Snacks

More

Validate Cancel Input Submit listing

3.

Click on Submit Listing and
Your virtual open house is all set.

Deadlines:

- For the printable PDF – Noon Friday
- HiCentral.com MLS updates are nearly instantaneous
- Major portals may take 1hr+

How Virtual Open Houses are Displayed

FOR SALE ▼

FOR RENT ▼

OPEN HOUSES ▼

[Market Info](#)

[REALTOR® Info](#)

[Consumer Info](#)

[About HBR](#)

OPEN
HOUSES

By Neighborhood

[HOME](#) > [NEIGHBORHOOD](#)

SEARCH OPTIONS

Island: **Oahu**
Region: **All Regions**
Neighborhood(s):
All

Property Type(s):
Business Listing, Condo/Townhouse, Commercial Property, Vacant Land, Multi-Family, Single Family Home

List Status:

[Edit Options](#)

COVID-19 Update: Due to these extraordinary circumstances, all open houses will be conducted virtually (online) until further notice. For more details, contact your REALTOR®.

Results: Showing 1 - 7 of 7

Show First: [Price \(High\)](#) | [Price \(Low\)](#) | [Date \(Newest\)](#)

Page: 1



202008136 - Single Family Home

2998 Makalei Pl
DIAMOND HEAD, DIAMOND HEAD

\$4,199,000 (FS)
4 Bedroom, 3/1 Bathroom
8,159 sqft Land
3,168 sqft Living

[Virtual](#)

Open House: **05/03/2020**

Active
List Date: **04/14/2020**



202008036 - Condo/Townhouse

Pacific Honolulu
1009 Kapiolani Blvd #2503

\$898,000 (FS)
2 Bedroom, 2 Bathroom
1,062 sqft Living

[Virtual](#)

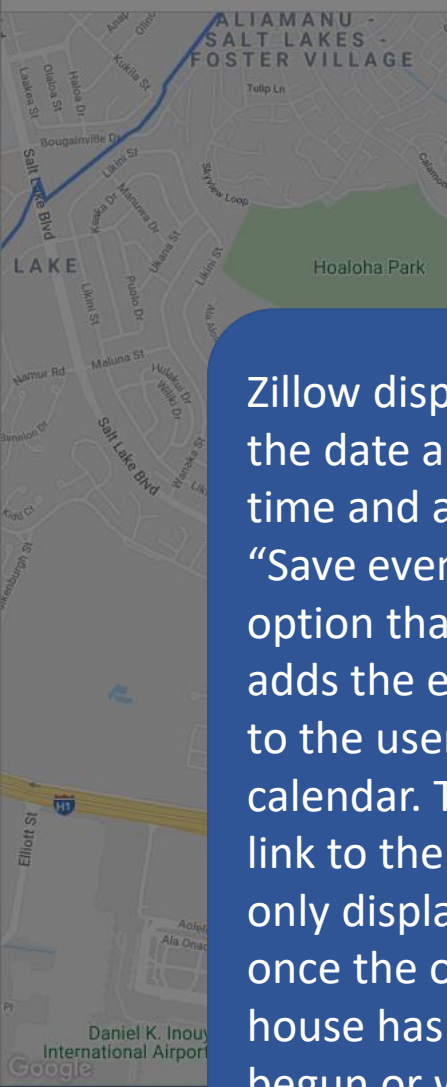
Open House: **05/03/2020**

Active
List Date: **04/18/2020**





BuyRentSellHome LoansAgent f

1070 Ala Napunani St #410



Zillow displays the date and time and a “Save event” option that adds the event to the users calendar. The link to the VOH only displays once the open house has begun or while it is live.



 Save Share More

\$678,000

3 bd | 2 ba | 1,094 sqft

Price cut: \$2K (2/24)

1070 Ala Napunani St APT 410, Honolulu, HI 96818

Est. payment: \$3,078/mo

Get pre-qualified

Contact Agent

Overview

Facts and featuresHome valuePrice and tax hist

Read less

Virtual Open House

Want to tour from a distance? Join us for a virtual open house.

Sat, May 2

1pm - 1:40 pm

Save event

Listing Agent

Ali Ban

Redfin Corporation

REDFIN

Facts and features

Type: Condo

Parking: 2 spaces

Year built: 1994


HOA: \$28/month

Heating: No Data

Price/sqft: \$620

Cooling: No Data

HiCentral MLS



Presented by: Ali Ban with Redfin Corporation



Open House 5/02

For Sale - Active

VR Tour 3D View 1 / 22



3 beds 2 baths 1,181 sq ft 1.66 acres lot

Commute Time 1070 Ala Napunani St Apt 410, Honolulu, HI 96818

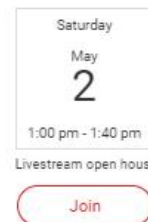
\$678,000

Estimate Payment

Open House

Due to COVID-19, open house information is uncertain in some areas. Please verify any restrictions on open houses with your real estate agent, and local and state mandates.

Please check back to join the livestream open house on Saturday May 2 1:00 pm - 1:40 pm.



Can't make it to the open house?

Request a Private Showing

More about this property

Your Name

Email

Phone

I'm interested in 1070 Ala Napunani St Apt 410

☐ Get pre-approved by a lender.

Email Agent

By proceeding, you consent to receive calls and texts at the number you provided, including marketing by autodialer and prerecorded and artificial voice, and email, from realtor.com and others about your inquiry and other home-related matters, but not as a condition of any purchase. More...

Save this Home

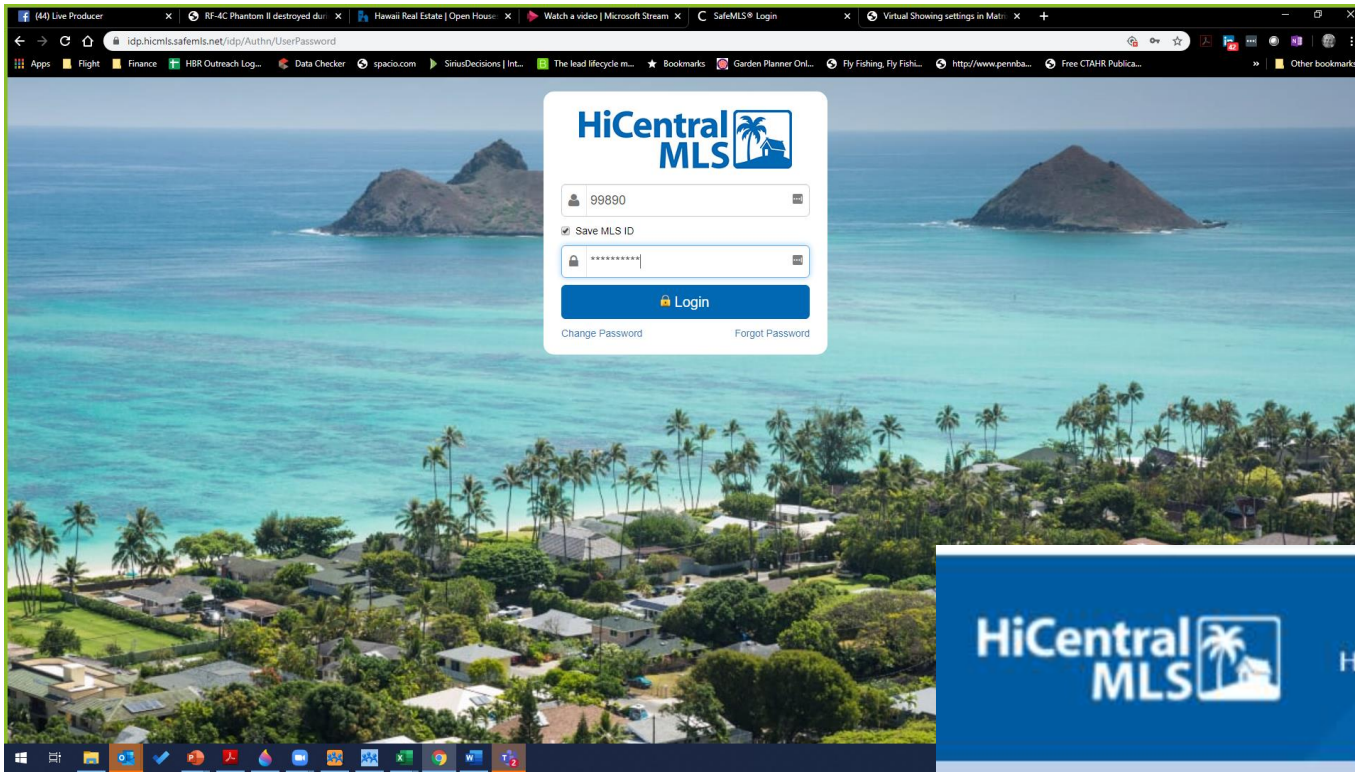
Add Note Share Hide

Realtor.com will NOT display open houses that have Instagram Live and Facebook Live links...

Virtual Open Houses – Key Points

- 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.
- Consider walking clients through a virtual tour or 360 “dollhouse”
- **Get your client’s permission before holding a Virtual Open Houses for your listing**
- **Consult with your broker and review your company policies**
- Follow all practices as you would for in-person open houses, including safety and adherence to the Code of Ethics.
- Limit the number of people at the property to only those necessary
- After the virtual open house, take proper steps to disinfect the property according to CDC guidelines <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html>

Setting up your listings for Virtual Showings in Matrix and ShowingTime



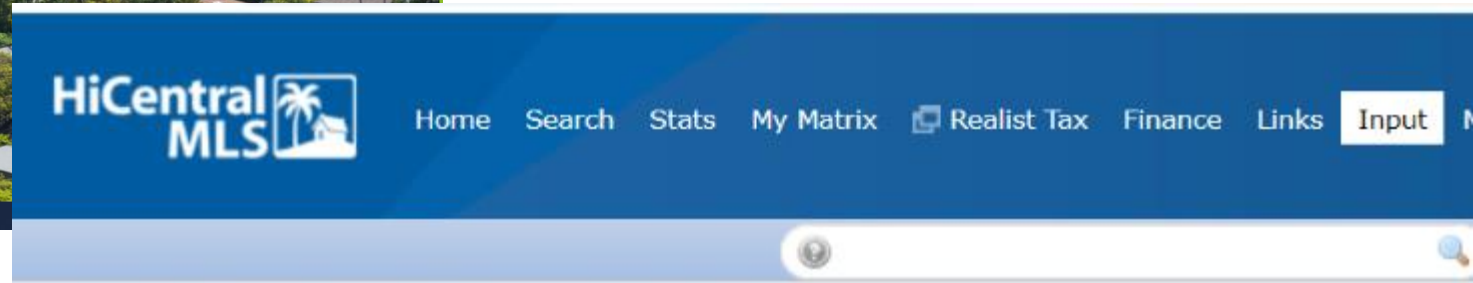
1.

Go to hicentralmls.com

2.

A. Input

B. From the Matrix screen,
select a listing



+ Input

Listings

Add new or Edit existing Listings

Quick Modify:

Select a Listing

Select a Listing

201706476 - RES A - 1136 11th Avenue #200

or type -- MLS®# -- Edit

1136 11th Avenue #200, Honolulu 96816



MLS#: **201706476**

Status: **A**

Prop Type: **Single Family**

Ttl Sqft: **2**

Beds:

Baths: **0/1**

Nghbrhd: **KAIMUKI**

Zoning: **32 - B-2 Community Business Dis**

L Price: **\$1**

List Dt: **03/24/17**

Select Form

Single Family

Change to In Escrow - Showing

Change to Temp Withdrawn

Change to Withdrawn

Change to In Escrow - Not Showing

Manage Open Houses

Manage Virtual Tours

Other Options

Manage Photos

Manage Supplements

Assign a Lockbox

Manage ShowingTime

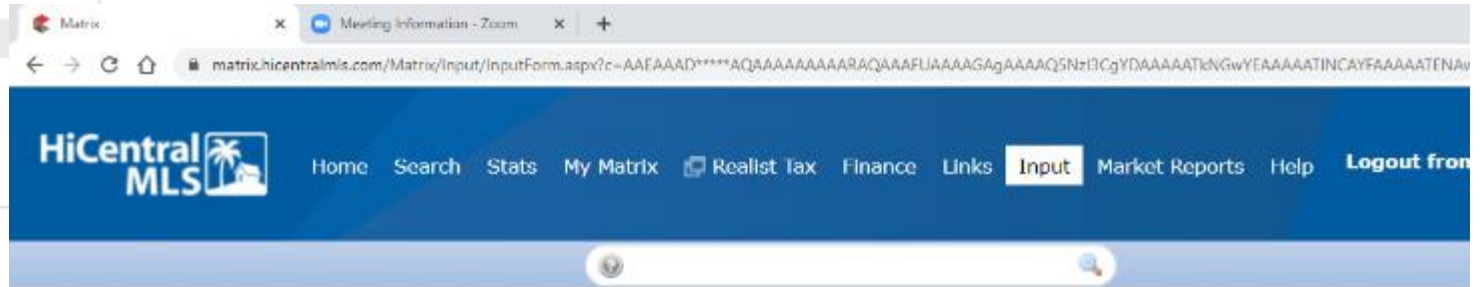
Cancel

3.

Click on the Property Type to edit the listing.

4.

Go to the Features tab and scroll down to the section for showing instructions titled "27 - Showing".



+ Single Family

Agent Information

General

Additional Information

Features

Remarks

Rooms

Agent Information

MLS Number
201706476

Find an Agent

Listing Agent MLSID:

21989 Refresh

Agent Name:

TEST AGENT

Office Name:

TEST OFFICE

Find a Co-Listing Agent

Co-List Agent MLSID:

21989 Refresh

Co-List Agent Name:

TEST AGENT

Co-List Office Name:

TEST OFFICE

Matrix Meeting Information - Zoom

matrix.Niceentrails.com/Matrix/input/outputForm.aspx?i=AAZAAAD*****AQAAAAAAAAAQAATUAAACAgAAAZSRd3CgYDAAAAATLNGwYEMAAATRICATAAAAATDAwYGAATAATLNgYHAAAAABOCHD0vQ

Agent Information General Additional Information Features Remarks Rooms

1 Car
2 Car
3 Car+
Boat
Carport
Driveway

Conservation
Golf Course
Lake/Pond
Marina
Ocean
Other

None
Beach Access
Cable
Drainage
Driveway
Electric

Card
Gated Community
Key
Keyed Elevator
Security Petrol
Video

21 - Utilities Available
Cable
Cesspool
Connected
Gas
Internet
Other

22 - Other Monthly Fee Includes
None
Assessment
Association
Lease Rent
Maintenance
Marina

23 - Inclusions
None
AC Central
AC Split
AC Window Unit
Auto Garage Door Opener
Blinds

24 - Exclusions
Book Shelves
Ceiling Fan
Chandelier
Dryer
Microwave
Other

25 - Pool
None
Above Ground
Heated
In Ground
Plaster
Spa/HotTub

26 - Occupancy
Owner
Tenant
Vacant

27 - Showing
Call Listor
Call Listor
Call Office & Go
Key in Office
Listor Must Be Present
Smartcard-Go/Show
Virtual Showing

28 - Set-Backs
C&C
Of Record
Special

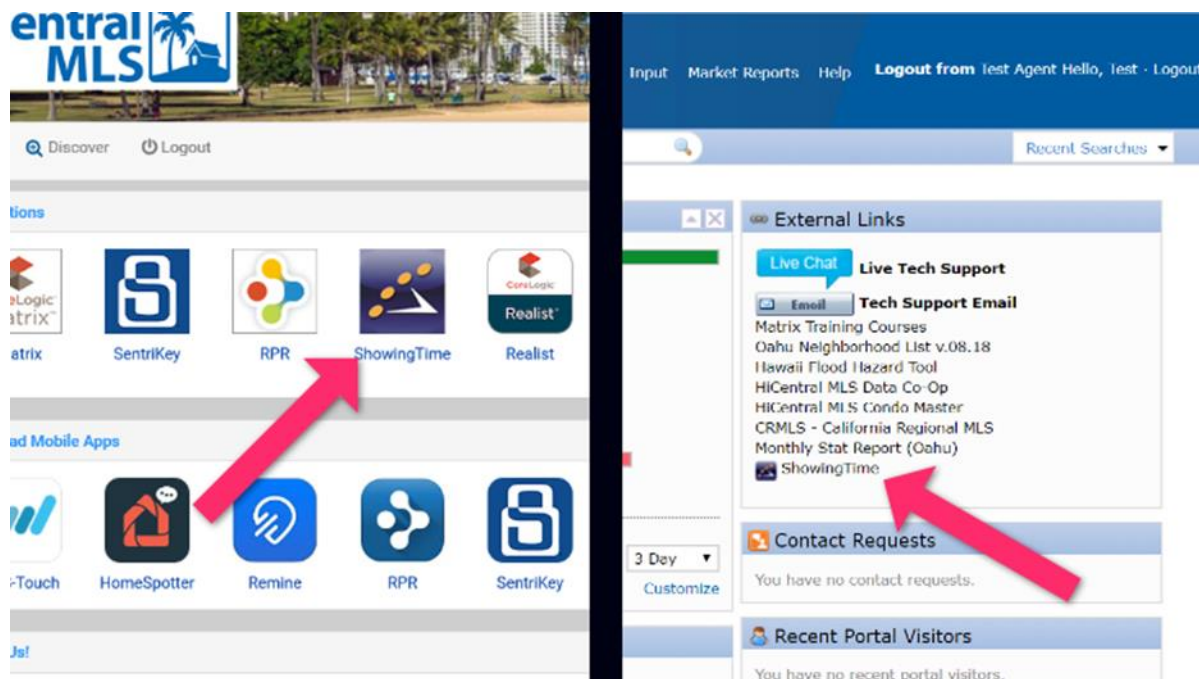
Validate Cancel Input Submit listing

5.

Check the box next to "**Virtual Showing**" and click on Submit Listing..

6.

Use "Agent Remarks" to highlight the availability of virtual showings and direct them to ShowingTime

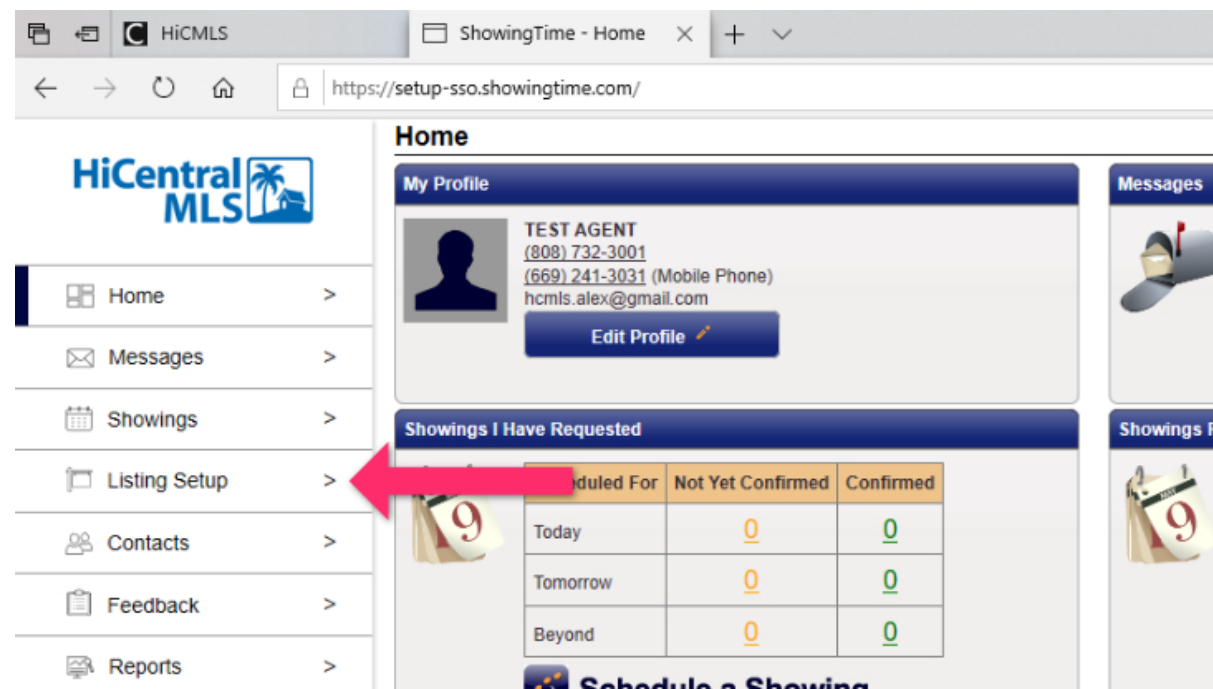


7. Prefill your virtual showing instructions so that ShowingTime can automatically email the info to showing agent once you've confirmed the showing.

Go to ShowingTime by clicking on the ShowingTime icon in the MLS dashboard, or by clicking on the ShowingTime link under External Links on the Matrix dashboard.

8.

Click on Listing Setup on the left.



Appointment Center - L X Matrix

https://setup-ss0.showingtime.com/Select/Listing

Search for a Listing

Search Search [Advanced Search](#)

Search Archived Listings: ☐

MLS	Listing ID	Listing Agents	Owners	Address	City
HiCentralMLS	201706476	TEST AGENT (21989) TEST ASSISTANT (ED111)	Ed Taguba	1136 11th Avenue Unit 200	Honolulu

Page 1 of 1 40

9.

Click on a listing to open-up the details for that particular listing

10.

- Scroll down to Additional Instructions,
- Paste your virtual showing instructions in the “Additional Instructions” field, and
- Click on Save Changes.

Including your meeting information in the Additional Instructions field will be helpful later, when you are approving virtual showings. Once you approve a showing, ShowingTime will email the Additional Instructions to the showing agent so that you don't have to.

ShowingTime - Listing F X

https://setup-ss0.showingtime.com/Listings/Management/47282763

Save Changes to Listing? **Save Changes** Undo Changes

How will this work? Advanced Notifications Add Co-Listing Agent Add Owner/Occupant

Appointment Restrictions

Advanced Notice: ☐ No same day appts. ☒ Lead Time Required: 3 hours Suggested: 6 hours

Minimum Appointment Length: 45 min

Allow Overlapping Appointments? No, exclude showings only

Add New Showing Restriction

Start Date	End Date	Days & Time	Restriction Reason
No Upcoming Restrictions Exist			

Access Information

Access Details: How can the agent access the home? Other Access Notes: Virtual showings via Zoom

Alarm Details: Would you like to provide alarm details to the agent for accessing the home? ☐ Yes ☒ No

Additional Instructions

Type your Showing Instructions here (Required for View Instructions Only Listings): [Add From Predefined Notes](#)

All showings done via live stream.
Topic: Virtual Showing
Join Zoom Meeting
https://zoom.us/j/5555555555
Meeting ID: 555 555 5555

Driving Directions

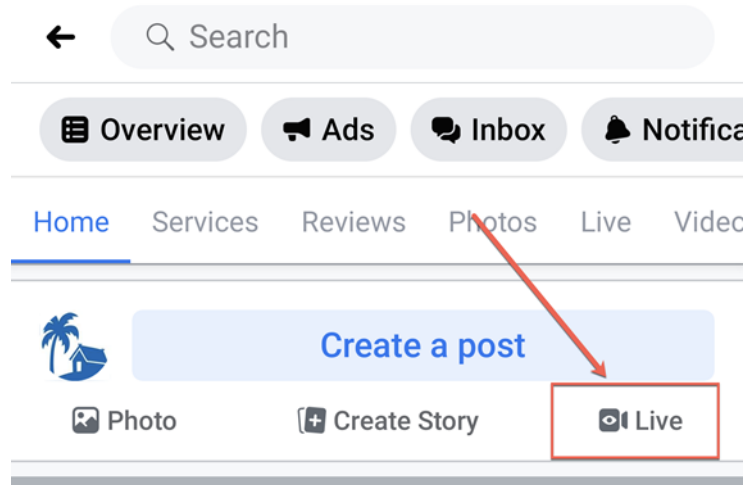
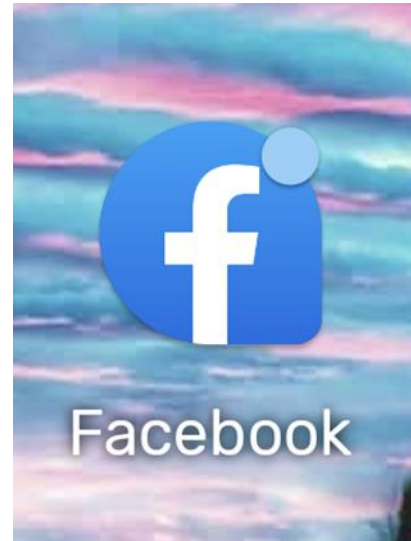
Virtual Showings – Key Points

- Discuss virtual showings with your clients first and put together the strategy that's best for them.
- Consult with your broker and review company policy before conducting virtual showings.
- Follow all showing guidelines as you would for in-person showings, including safety and adherence to the Code of Ethics for showings.
- Include specific showing instructions in the space provided in ShowingTime or in the agent remarks in Matrix.
- Limit the number of people at the property to only those necessary
- After the virtual showing, take proper steps to disinfect the property according to CDC guidelines <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html>.

Going Live with Facebook Live

1.

Tap the icon to open your
Facebook account

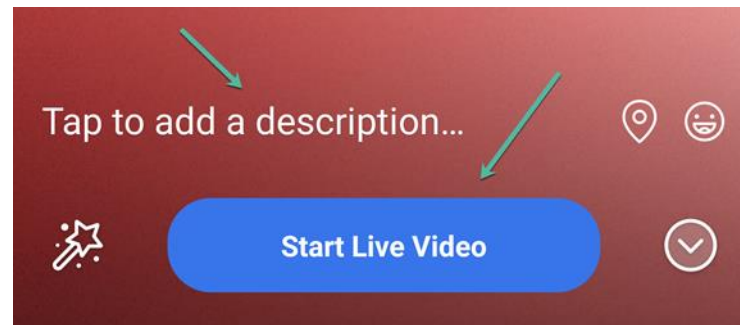


2.

Press the “Live” button

3.

Add a description of the event –
i.e. the address of the property



4.

Press the **“Start Live Video”** &
you’re LIVE

During the Facebook Live Event



See chat text & comments right on the screen

Flip the Camera Around

Stop the Call

See Who's on and chat

Best Practices

How to Hold a **#VIRTUAL OPEN HOUSE**



Best Practices - *Continued*

- **Prepare - Script the tour BEFORE the open house or tour to provide a coherent, logical “flow” to the open house. Make sure to do a “dry run” or two**
- Lighting is important – open the blinds, face the windows when you can, have the light in front of you if possible
- Use a lavalier or your head-phones for better sound quality – optional and test before hand
- Insure you have good signal – or WiFi everywhere you’ll be shooting.
- Work with a partner (practicing good social distancing of course) so you can host and they can shoot.
- Keep your phone/camera clean
- Put yourself on “Do Not Disturb” and turn off notifications
- Maintain the confidentiality of all visitors
- Make sure to determine if the visitor is working with another REALTOR® before offering your services.
- Try to show the scale of the property – i.e. ceiling heights and room sizes relative to known objects, like a twin bed or the like.
- Have a fully charged phone and/or a spare battery
- Don’t be afraid to take your clients on a virtual “dollhouse” walk-through by doing a simple screen share.



Questions?

Click techsupport@hicalmls.com

Call tech support at 791-3789 (M-F 8-5)

Call Michael 343-3688 Anytime

Call Robert - 284-9719 Sunday

Email Alex – alex.ruiz@hicalmls.com

Social Media: HiCentral MLS