

Porchlyte



HOW TO HOST A VIRTUAL OPEN HOUSE

Through Facebook Live

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Check with your seller and broker to make sure that each of them is ok for you to conduct a virtual open house. Be sure to promote your open house in advance on your social media channels and email your database.

01 SIGN UP FOR STREAMYARD

The free version will be fine. This will allow you to share your photos of your listings right from your computer.

02 CONNECT

Connect your Facebook Business Page to Streamyard as that is where you want to be doing it from. Do not do this from your personal page!

03 PREPARE YOUR PHOTOS

Make sure the photos you want to show are up and ready to go on your computer.

04 SIGN IN

Sign in to Streamyard and click "create a broadcast", then click your Facebook Business Page.

05 ENTER STUDIO

A drop down menu will appear where you can add a title to your Live and a description. Click "enter broadcast studio".

06 TESTING ^{1,2,3}

Here you can test your microphone and your camera as well as typing your display name which will be your name. Click "enter broadcast studio".

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07 CREATE YOUR BANNERS

On the right hand side you have the option to create banners that you can display across your screen. Maybe you want to re-direct them to your website or display any kind of info that you might find important such as the address, price, square footage, bedrooms, bathrooms etc...

09 GO LIVE

When you are ready click the blue "go live" button on the top right hand corner of your screen.

11 PROMOTE

Copy the URL from you video and send it to your clients or schedule it to come on again at a different time.

08 SCREEN SHARE

You will find the screen sharing button down below at the bottom of the screen in the centre. You can also change the view of how you want to display yourself just under the black screen

10 DO EDITS

After the Live video from your computer click on the video of the Live broadcast - click "edit video". Pick a good thumbnail, add a title to your video if you haven't already. (eg. "Virtual Open House - 1234 Pleasant Street" and add a description such as "For more info about this home or any other homes that you might be interested in, please go to www.yourwebsite.com or wherever you want to send them and feel free to post questions below!"

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Additional Tips:

Once you are live remember to SMILE! Introduce yourself, the name of your office and tell people what you are going to be doing today.

Give them a description of the property, neighbourhood and any other details you feel that are important for them to know.

Share at least 5-10 pictures of the home making sure you cover each area. Do not show 5 different angles of one room. You can always direct them on where to go to find more photos.

Ask questions during your Live like "Can you hear me ok? Click the like button or heart button to let me know." "If you are watching this on the replay, let me know by using #replay or leave me a comment below" "What do you think of this room?" "Questions? Post them below and I will answer them for you."

You might not be able to see questions or comments until after the Live is done and that is ok. Just make sure you go in and answer them all.

And most of all.....RELAX. You can do this!!

For additional tips on how to promote your Virtual Open House, check the next page for some tips from our Facebook Live Cheatsheet.

Facebook Live

- CHEATSHEET FOR REAL ESTATE -

PROMOTE IT

Tell your fans that you will be going live ahead of time. This can be done easily and will boost your engagement. Send an email to your data base, make an announcement in a group(s) that could benefit from your live, run a facebook ad and post it on your social media channels.

WRITE A SCROLL STOPPING HEADLINE

Your description about your live by the far the most important piece of your video. Without enough ZING to entice your viewers, your live video isn't going to get much if any traction. When writing your copy, ensure it's direct, actionable, and informative. Focus on what your viewer will gain from tuning in.

SET THE TONE

Make sure that your backdrop is pleasant to look at, well lit, and beautifully styled. It's hard for people to pay attention when there are distractions or noise in the background. It may also be worth looking into purchasing an external microphone to improve sound.

CONNECT

I know this may sound obvious but please, please, please, make sure you have a strong signal before you go live. Nothing worse than planning for something and then not following through. Can you hear me now?! Lol..

CREATE A FEW PRACTICE VIDEOS

Before ripping the bandaid off and going live, you can test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting "Only Me" before recording.

ASK YOUR VIEWERS TO INTERACT

Your audience will be thrilled to hear you mention their name and answer their questions when you are live. Posts with more likes, comments, shares, and views are also prioritized on the newsfeed. Facebook's algorithms recognize popular content, and actually make it even more popular without you needing to pay extra for more eyes.

HAVE AN ACTIONABLE SIGN OFF

The worst thing you can do is just casually push the finish button and then walk away. Instead, give a proper sign-off with an actual ending for next steps.

What do you want your viewers to do? Subscribe to your monthly newsletter? Visit your Facebook page for a fun contest? Want them to share the recording on their page? Whatever it may be, be sure to end your Facebook Live post with a call to action for your viewers to do.

REACH MORE PEOPLE AND GO LIVE OFTEN

By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

- Hot topics or breaking news
- Go live with an industry leader such as a mortgage broker or home inspection
- Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.
- Do a demo. Show people how easy it is to stage their home, or unbox the latest in home technology.

The topics are endless. With a little imagination, you will have lots of reasons to go live and get in front of your ideal client.

PROMOTE AFTER IT'S DONE

Once your video is done live streaming you can boost your post and run an ad campaign just like on your other Facebook videos and posts. Email it off to your database or if you write a blog you can use a transcription service such as Rev.com to have your live stream transcribed and voila, another blog post done. Upload up to 60 seconds of video in your Instagram feed as well. Now aren't you smart!