

VIRTUAL SHOWING STRATEGIES

How to engage your clients without risking their health.

THE ONLINE OPEN HOUSE

Film a tour on your phone or with a professional camera and post on social media as well as your website. Use this strategy to create buyer interest.



THE LAZY LISTING TOUR

Create a Listing Landing Page on your website to showcase a new listing. Include as many photos and videos of the home as possible. This strategy is used to cultivate warm buyers.

THE WALKTHROUGH VIDEO TOUR

Qualify warm buyers by showing a walkthrough video of the home. Check out our checklist for the best practices in filming walkthrough videos.



VIDEO CHAT

Qualify hot buyers with a live video chat to answer any questions, this is also a great time for a virtual listing appointment.