Host An INCREDIBLE

VIRTUAL Open House

That Gets You LEADS

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General Outline

Nowadays, everything is moving to virtual — including real estate. This can be a huge advantage to you and your team, especially when it comes to open houses. With a physical open house, you might get a few dozen people passing through. But with an open house that's filmed and streamed live online, you could get hundreds of views! Which means *hundreds* of potential leads!

The following outline will give you all the information you need to host an incredible virtual open house and capture those leads. Get a breakdown of the whole process and learn the specific roles and duties of each team member. Learning how to leverage your tools and offer incredible virtual services is a must for any real estate professional who wants to thrive during the digital age!

Virtual Open House Promotion

1. **"Virtual open house" rider on the for-sale signs** — If you use an IVR, this will help you procure a lead's information as soon as they show interest in finding out more about the open house, possibly days before.

2. **Facebook** — Share information about the open house on both your personal page and your business page, and purchase an advertising boost to help spread the word. Require agents to like, share, and comment on all of the open house announcement posts.

3. **Instagram and Twitter** — Use a service like Hootsuite to post.

4. **MLS** — Download to all the other websites.

5. **Zillow, Trulia, REALTOR.com, etc.** — Be sure to market the open house on competitive brokerage websites that download from your MLS.

6. **Mail** — Send out 200–400 post cards to the neighborhood where the open house will be.

7. **Facebook Live** — During the virtual open house, post a message on your Facebook Live stream with a link to the Zoom meeting and encourage viewers to go to Zoom to ask questions.

8. **Zoom** — Yes, each buyer must register! That is how we get leads.

Staff/Team Member Roles

The **Administrative Personnel/Virtual Assistant (AP)** is the host of the open house, meaning that they handle all of the technical operations and system moderating of the virtual open house. The admin will operate from a fixed office/home location.

The **Marketing Admin/Listing Coordinator (MA)** is the marketer for the open house. They will create all of the advertising for the virtual open house, including brochures, and will advertise the event on the MLS, Zillow, Realtor.com, social media, and any other applicable sites.

The **Buyer Agent (BA)** is the "talent," meaning that they speak during the open house, describe the property, direct the videographer, and answer any questions from the public. The agent will also operate from a fixed office/home location.

The **Showing Assistant (SA)** is the videographer for the open house. They will handle all of the filming of the home during open house. After the event, they will remove the "virtual open house" rider from the sign.

The **Field Services Coordinator (FS)** is the person who will place "virtual open house" riders onto the for-sale signs, at a minimum of three days prior to the open house event.

The **Listing Partner (LP)** is the agent who listed, viewed, and created the marketing for the property. They have the best relationship with the sellers.

The **Mortgage Lenders (Lender)** are the lenders who will also be "virtually" present during the Zoom virtual open house.

The **Sellers** are the ones who own the property. They may also be used as the Showing Assistant (SA).

Team Leader/Broker/Sales Manager (TL)

Administrative Personnel (AP) / Virtual Assistant / Host Process

SET-UP

WHAT THEY NEED

- Fully charged laptop, smart phone, or tablet with Zoom installed
- Fully charged backup device in case the first one stops working
- Webcam with updated software to ensure clear image
- Computer/phone speakers with updated software to ensure clear sound
- Strong wifi connection (may have to invest in a wifi booster or additional router if unable to maintain a strong signal of at least four bars throughout event)
- Virtual Open House Script, filled out regarding subject property
- Brochure of property
- Brochure of agent/lender
- Chat script — prepare on a text document and copy/paste to answer guests' questions
- Open House Summary form
- Seller information sheet, including:
  › Wifi name and password for the property
  › Sellers' names
  › Sellers' cell phone numbers
  › Sellers' email addresses
  › Sellers' emergency contact
- OpenShot video-editing program (not to be used on a regular basis)
- Vimeo/YouTube program loaded onto computer
- Single property website
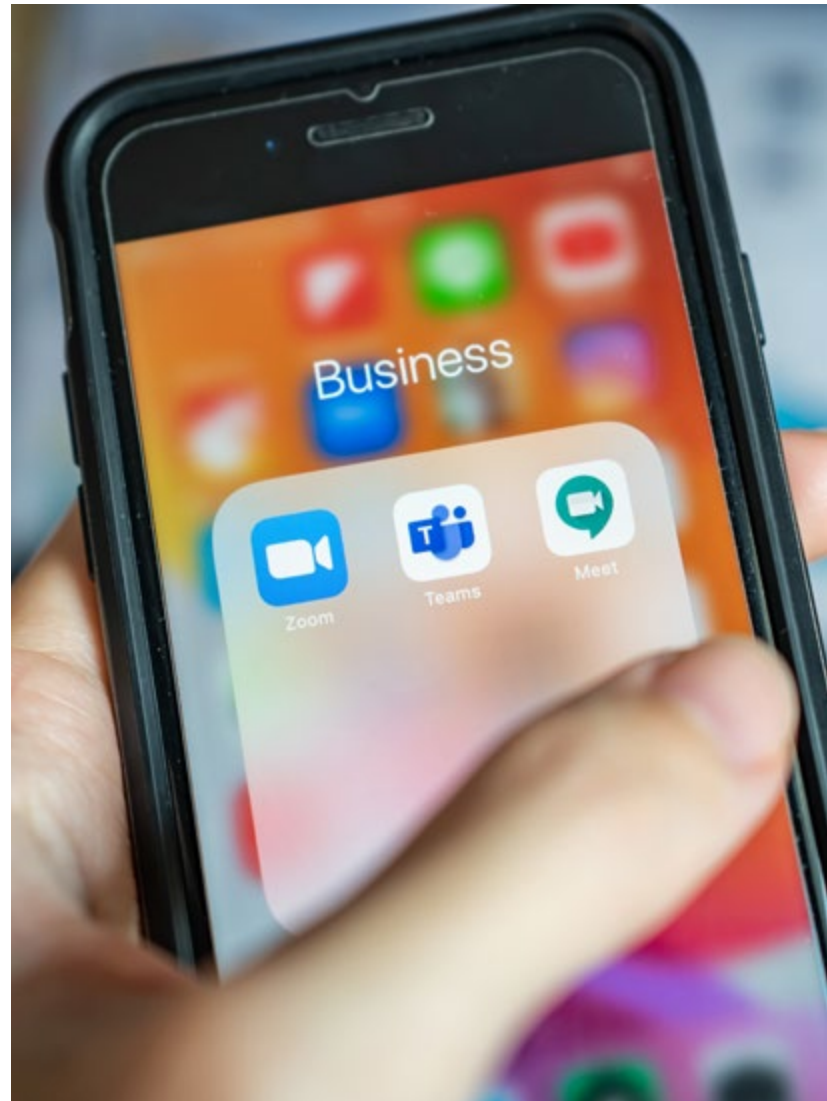
BEFORE

4 DAYS PRIOR TO OPEN HOUSE

- Receive the open house list from **MA** and schedule the event for the week/weekend.
- Create the Zoom virtual open house registration pages and links for each property.
- Send the registration links back to the **MA**.
- Send the list of properties to the **FS** to place "virtual open house" sign riders onto properties' for-sale signs.

3 DAYS PRIOR TO OPEN HOUSE

- Receive the following from the **MA** via email:
  › Schedule of open house list
  › List of agents working each open house
 › Agent/lender brochures and property brochures

1 DAY PRIOR TO OPEN HOUSE:

- Receive the following from the **MA** via email:
  › Final schedule of open houses
  › Final list of agents working each open house
  › Agent/lender brochures and property brochures
- Make any necessary final revisions.

DURING

DAY OF THE VIRTUAL OPEN HOUSE

- Log into Zoom account 30 minutes prior to the start of each open house.
- Close out miscellaneous programs, except the ones necessary for the meeting:
  - › Zoom
  - › Virtual Open House Script
  - › Agent brochure
  - › Property brochure
- Start the Zoom meeting. (See "Start and End a Zoom Meeting Process" in Appendix A.)
- Click on "Security" (on the bottom bar). Under "Allow participants to …," deselect "Screen Sharing."
- Click "Stop video." (The **AP** should *not* be visible on the Zoom tour.)
- Test the microphone and make sure it's not muted. (The **AP** will have to screen and interrupt for chat questions.) Ensure there will be *no background noise* during the open house.
- Check in with the **BA** who is doing the open house and the **SA** who is recording the open house. Have the **SA** walk through the property to make sure a strong wifi/data connection is available, especially outside of the structure and inside basements, garages, etc. After performing a video signal strength test, close the **SA**'s video and mute all guests except for the team members on the call.
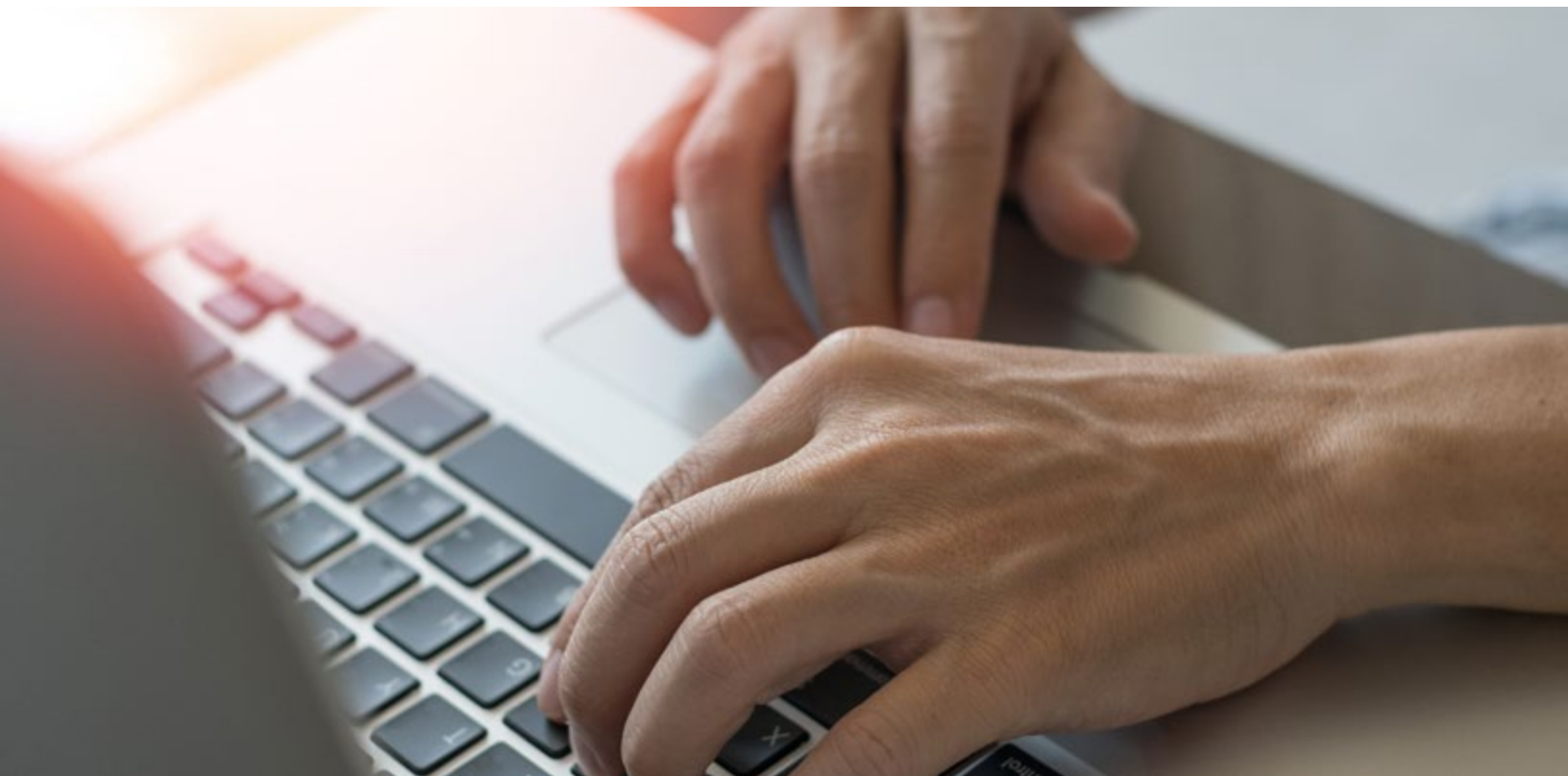
- At the exact starting time listed on the open house schedule, post the property brochure.
  - › Screen share the open house brochure sample. (See "Zoom Spotlighting Process" in Appendix A.)
  - › Once the screen is shared, make sure that the annotation is disabled for the participants. (See "Zoom Screen-Sharing Process" in Appendix A.)
- After the **BA** welcomes everyone and begins the script, go to the lower right side of the Zoom screen, click on the triple dot, and click the "Live on Facebook" option. (See "Facebook Live Process" in Appendix A.)
- Once the **BA** says, "Let's start recording," do the following:
  - › Hit "Record" on the Zoom screen. (See "Zoom Recording and Uploading Process" in Appendix A.)
  - › Go to Facebook and click "Go Live."
    - » Ensure that you are not idling in the Facebook Live window for longer than 7 minutes or the window will refresh and the Facebook Live process will have to start over again.
- Unshare the screen so it spotlights the **BA** when prompted. The **BA** will start the introduction.
- Follow the Virtual Open House Script.
- Before the introduction to the **SA**, click "Option" on the screen-shared open house brochure, and request that the **SA** turn their video on. Then click "Spotlight."
- Unshare the screen so it shows the **SA**.
- Monitor guests and chats and interrupt the **BA as needed** to read any chat comments or questions that the **BA** did not notice.
- If a guest has more than one question, send a private chat message that says the following: *"Those are great questions. However, we have limited time and we have to finish the entire open house first. I'll have [BA] personally reach out to you to answer all of your questions. I know you have already registered, but please provide your full name, phone number, and email in this chat so I may give this information directly to [BA]."*
- Monitor the call for "Zoom bombers" (meeting participants who join to purposefully cause disruption) and remove them from the invite list immediately.
- Once the open house is completed and there are no additional guest questions, click "End Meeting" to automatically end the recording of the virtual open house and the Facebook Live at the same time.

AFTER

- After the Zoom recording has been processed, determine if any editing is necessary (for example, the **BA** stumbled badly or there was a Zoom bomber). If so, edit the video with OpenShot.

- Log in to Vimeo to upload the edited video. (See "Zoom Recording and Uploading Process" in Appendix A.)

- Go back to Zoom to access participant details for registered guests. Enter the registrants into Boomtown, crosscheck for duplicates, and create a report. (See "Accessing Zoom Registry Info Process " in Appendix A.)

- Email the lead report to the **BA** and the **Lender**.

- Fill out the Open House Summary Report. Scan and email the report to the **Seller**, the **LP**, and the **TL**.

- Email the open house video link in separate emails to the **BA**, the **Lender**, the **Seller**, and the **MA**.

- During the next huddle, offer pros and cons of the past week/weekend's virtual open houses.

Marketing Admin. (MA) / Listing Coordinator Process

SETUP

WHAT THEY NEED

- Open house neighborhood postcard
- MLS sheet of property
- Brochure of property
- Brochure of agent/lender
- Seller information sheet, including:
  › Wifi name and password for the property
  › Sellers' names
  › Sellers' cell phone numbers
  › Sellers' email addresses
  › Sellers' emergency contact
- Single property website

BEFORE

THE MONDAY OF THE WEEK OF THE OPEN HOUSE

- Discuss with the **LP** which properties will have a virtual open house.
  › Coordinate with the **LP** and the **SA** to determine which days and times the open houses will be held.
  › Contact the **Sellers** of each property to confirm virtual open house dates and times.
  › Send an email to the **Lender** with the proposed open house schedule. Have the **Lenders** schedule themselves for the open houses.

4 DAYS PRIOR TO OPEN HOUSE

- Confirm which **BA** will be doing each open house.
- Once all open houses have been staffed, email the **AP** the open house schedule so they can create the Zoom registration links.
- After receiving the Zoom registration links, create the agent/lender and property brochures for each property.
  - › Save the brochures as both a JPEG and a PDF.
    - » Send the JPEG file to the **AP** for the Zoom presentation.
    - » Upload the PDF to the single property website under the "Virtual Open House" tab.
      - ° Activate the "Virtual Open House" tab on the website.
      - ° Assuming that there will be four open houses on one day, market one virtual open house on social media each day leading up to the open house date.

3 DAYS PRIOR TO OPEN HOUSE

- Email all team members (excluding the **Sellers**) the open house schedule along with the following:
  - › General open house description and instructions
  - › Agent/lender brochures
  - › Property brochures
  - › Floor plan cheat sheets for properties
  - › "Things All Buyers Want to Know" sheets
  - › MLS sheets
- Send invitation/links to Sellers by emailing the property and agent/lender brochures.
- Create, print, and mail out postcards to the neighborhood inviting them to the virtual open house (this is the same process as on-site open house invites).
- Add virtual open house information for each property on Zillow and REALTOR.com.
- Add virtual open house information on the MLS for each property.
  - i. This is currently in the "Agent Only" remarks.
  - ii. As soon as the MLS changes guidelines/restrictions, enter this into the general comment area.

1 DAY PRIOR TO OPEN HOUSE

- Review weather predictions with the **LP** and **SA** to discuss whether the open house(s) will start at the exterior of the home(s) or the interior of the home(s).
- Resend the invitation/links to the **Sellers** by emailing the property and agent/lender brochures.
- Email all team members (excluding the **Sellers**) the final open house schedule along with the following:
  › General open house description and instructions
  › Agent/lender brochures
  › Property brochures
  › Floor plan cheat sheets for properties
  › "Things All Buyers Want to Know" sheets
  › MLS sheets

AFTER

FIRST WEEKDAY AFTER THE OPEN HOUSE:

- Remove all open house information from social media websites.
- Procure the recorded Vimeo link from the **AP**.
- Add the Vimeo link to Zillow and REALTOR.com.
- Remove the agent/lender and property brochures from the "Virtual Open House" tab of the single property website.
  › Ensure that the tab has been deactivated for each property.
- During the next huddle, offer pros and cons of the past week/weekend's open houses.

Buyer Agent Process

SETUP

WHAT THEY NEED

- Fully charged laptop, smart phone, or tablet with Zoom installed
- Fully charged backup device in case the first one stops working
- Webcam with updated software to ensure clear image
- Computer/phone speakers with updated software to ensure clear sound
- Strong wifi connection (may have to invest in a wifi booster or additional router if unable to maintain a strong signal of at least four bars throughout event)
- Virtual Open House Script, filled out regarding subject property
- Property floor plan cheat sheet, modified with notes
- MLS sheet of property
- Brochure of property
- Brochure of agent/lender
- "Things All Buyers Want to Know" sheet

BEFORE

4 DAYS PRIOR TO OPEN HOUSE

- Preview the home, if possible.
- Gather and memorize information about the property.
- Receive the property floor plan cheat sheet from the **LP** and store it in the property's digital file. This sheet includes data from the following sources:
  › Notes from the MLS data
  › Notes from pre-marketing notes
  › Labels on the photos from MLS and websites
  › Notes from "Things All Buyers Want to Know"
  › Single property website
  › Additional information provided by the **Seller**

3 DAYS PRIOR TO OPEN HOUSE

- Discuss the property with the **LP**.
- Fill out details about the property on the Virtual Open House Script.
- Review and practice the Virtual Open House Script.

1 DAY PRIOR TO OPEN HOUSE

- Set up space from which to conduct the open house.
  - › Check for adequate lighting so the video is clear and bright.
  - › Ensure that there will be a neat and professional-looking background (or consider using a virtual background of your company logo).
- Review the property floor plan cheat sheet.
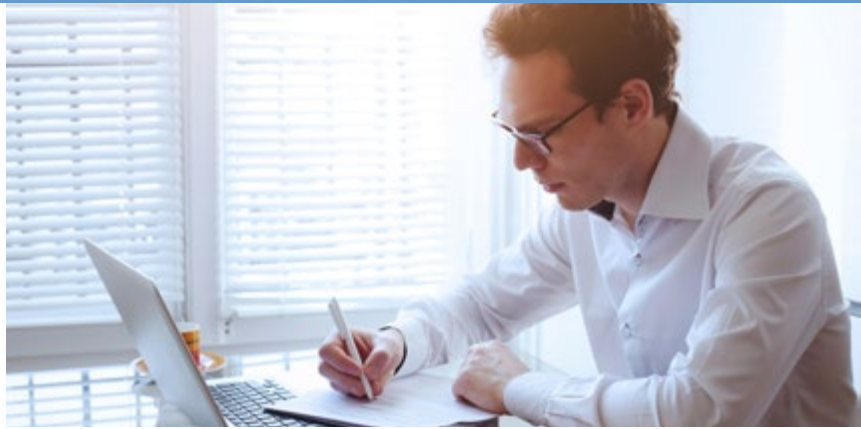
DURING

DAY OF THE VIRTUAL OPEN HOUSE

- Join the Zoom call *no later than 30 minutes in advance* of the open house start time.
- Ensure that there are no technological issues.
- Practice with the **SA** and the **AP** to ensure that the call will run smoothly.
  - › Go over any rooms/areas of the home that will not be presented in the open house due to the following:
    - » Condition (extremely messy/undesirable, etc.)
    - » Occupied space (e.g., the **Seller** is staying in a bedroom during the open house)
    - » No wifi or cellular service in a particular location
- During the open house, do the following:
  - › Direct the **SA**.
  - › Use a split screen on the monitor to be able to maintain eye contact with the camera while reading the Virtual Open House Script.
  - › Keep the audience engaged and answer their questions.

AFTER

After completion of the virtual open house, do the following:

- Receive the edited virtual open house video from the **AP** and review it.
- Receive the open house lead report from the **AP** and immediately follow up with *all* leads according to your established lead follow-up campaign.
- During the next huddle, report the number of leads converted to either HOT leads or future nurture or watch leads.

Showing Agent (SA) / Videographer Process

SETUP

WHAT THEY NEED

- Fully charged laptop, smart phone, or tablet with Zoom installed
- Fully charged backup device in case the first one stops working
- Strong wifi connection or cellular signal at the subject property (**Seller** may have to invest in a wifi booster or additional router if the **SA** is unable to maintain a strong signal of at least four bars throughout event or does not have adequate cellular service)
- One to four fully charged portable battery chargers with cords for laptop, cell phone, and tablet (as there may be multiple open houses in a day)
- Seller information sheet for each property, including the following:
  - › Instructions for access to the property (key/lockbox code, garage code, location of the **Seller** if they will be home, etc.)
  - › Wifi name and password for the property
  - › **Sellers**' names
  - › **Sellers**' cell phone numbers
  - › **Sellers**' email addresses
  - › **Sellers**' emergency contacts
- Property floor plan cheat sheet, modified with notes, for each property
- MLS sheet for each property
- Fully fueled vehicle to drive between homes
- Mask, booties, and gloves

BEFORE

THE MONDAY OF THE WEEK OF THE OPEN HOUSE

- Discuss with the **LP** and the **MA** which days and times the open houses will be held.

LAST WEEKDAY PRIOR TO THE OPEN HOUSE

- Discuss open house instructions with the **LP** and the **MA**.
- Review the materials the **MA** emailed.
- Review weather predictions with the **LP** and the **MA** to discuss whether the open house(s) will start at the exterior of the home(s) or the interior of the home(s).

DURING

DAY OF THE OPEN HOUSE

- *Refresh the Supra eKEY app* before leaving to go to the first open house.

- Arrive at the property *no later than 30 minutes in advance* of the open house start time.

- Put on the booties, mask, and gloves.

- Ring the doorbell if the **Seller** is home, or use the lockbox to open the front door.

- If the **Seller** is home, greet them (abiding by social distancing guidelines) and explain the virtual open house process.

- Ensure that your laptop/cell phone/tablet is fully charged. Plug in the spare battery charger.

- Connect to wifi using the name and password given on the seller information sheet.

- Sign in to the Zoom call and test the wifi connection and/or cellular reception.

- Practice with the **SA** and the **AP** to ensure that the call will run smoothly.

  › Go over any rooms/areas of the home that will not be presented on the open house due to the following:

    » Condition (extremely messy/undesirable, etc.)

    » Occupied space (e.g., the **Seller** is staying in a bedroom during the open house)

    » No wifi or cellular service in a particular location

- Turn on all the lights and unlock the back doors and/or side doors, especially those that lead to patios/decks.

- Go to the starting point (usually outside on the street or driveway in front of the house — weather permitting) and wait for the **BA** to introduce the **SA**.

- Virtually show the property, listening for cues and signals from the **BA** while proceeding through the property.
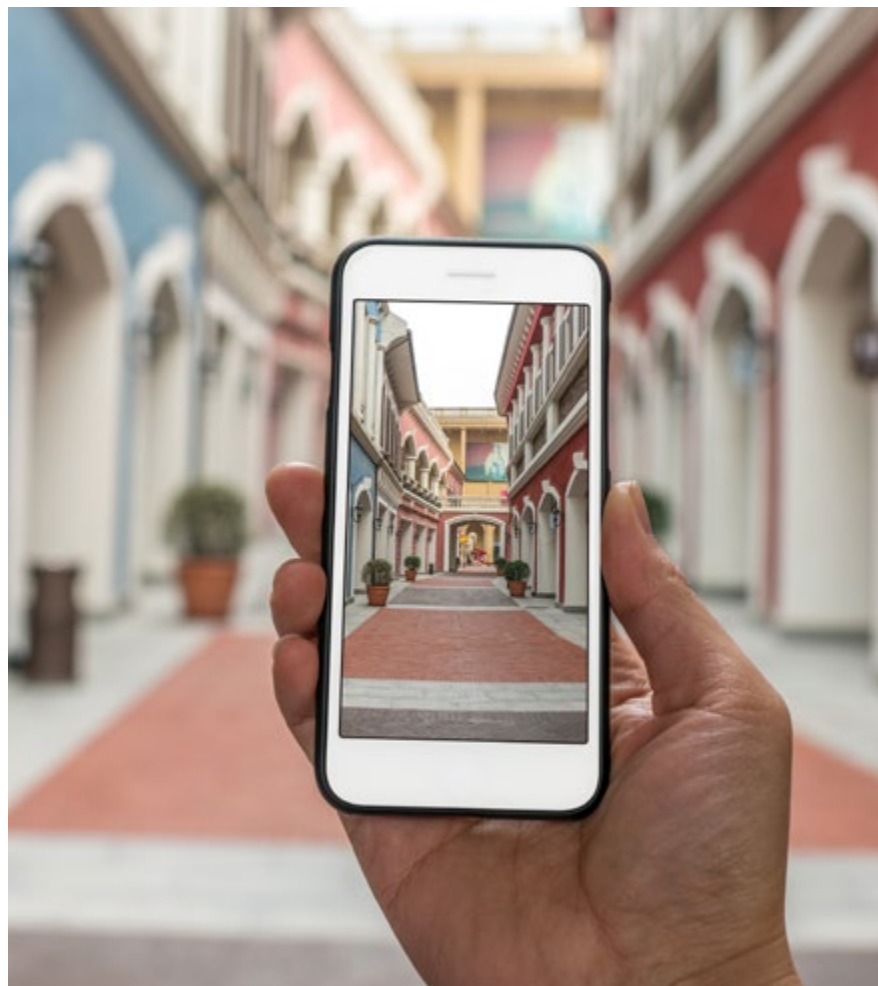
AFTER

- Once the virtual open house is over, do the following:

    a. Turn off Zoom on the laptop, cell phone, or tablet.

    b. Turn off all the lights in the home and lock up all rear and/or side doors.

    c. Say goodbye to the **Seller** (if they are home).

    d. Lock up and place the keys back into the lockbox.

    e. Remove the "Open House" rider from the for-sale sign. Bring it to the office after all open houses are completed for the day.

    f. Remove the mask and store it for next time.

    g. Remove the booties and gloves and discard them. (Do not leave them at the property.)

    h. Plug in and store the laptop, cell phone, or tablet to charge it for the next open house.

- Proceed to the next open house or grab a quick meal if needed. If there are no other open houses for the day, go home.

- During the next huddle, offer pros and cons of the past week/weekend's open houses.

Appendix A: Processes

Create Zoom Registration Page Process

1. Log in to Zoom.com.

2. On the home page, select "Schedule a New Meeting."

3. Type the title of the event in the "Topic" field.

4. Select the date and time of the open house. (Make sure it's set to the correct time zone.)

5. Select "Enable Waiting Room" so all virtual open house staff can practice before the meeting without guests joining.

Meeting Options

☐ Enable join before host

☐ Mute participants upon entry 🗹

☑ Enable waiting room

☐ Only authenticated users can join

☐ Record the meeting automatically on the local computer

6. Once everything is set up properly, select "Save" at the bottom of the page.

Alternative Hosts   Example: mary@company.com, peter@school.edu

Save   Cancel

7. Now that the meeting page is created, scroll to the bottom and select "Branding."

Delete this Meeting   Save as a Meeting Template   Edit this Meeting   Start this Meeting

Registration   Email Settings   Branding   Live Streaming

Manage Attendees   Registrants: 0   View

Registration Options   Automatically Approved   Edit

 ✕ Send an email to host
 ✕ Close registration after meeting date
 ✔ Show social share buttons on registration page
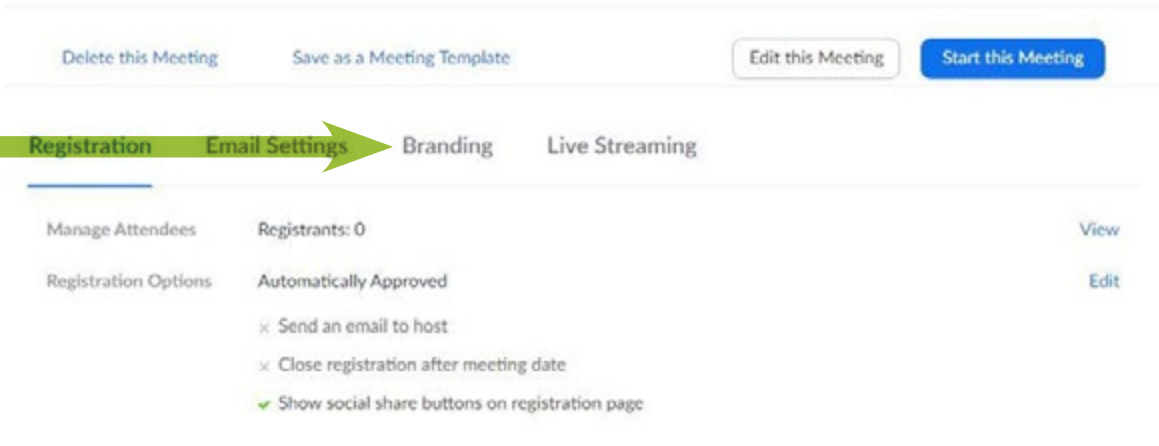
8. Upload the desired banner and logo in this section.

Registration   Email Settings   Branding   Live Streaming

Banner   Your banner is displayed at the top of your invitation page.

              Upload

              Image requirements:
              • GIF,JPG/JPEG or 24-bit PNG
              • The suggested dimensions: 640px by 200px
              • The maximum dimensions: 1280px by 400px

Logo   Your logo is displayed on the right side of the meeting topic on your invitation page, registration page,
              and in the email invitation to the meeting.

              Upload

              Image requirements:
              • JPG/JPEG or 24-bit PNG
              • The suggested dimensions: 200px by 200px
              • The maximum dimensions: 400px by 400px

                                                                         💬 Help

9. Once the logo and banner are uploaded, the registration page is good to go. You can find the link to this registration page on the meeting page in the "Invite Attendees" section.

Meeting ID   864-9345-5494

Meeting Password   ✕ Require meeting password

Invite Attendees   People are required to register before joining this meeting.

                   Registration URL: https://us02web.zoom.us/meeting/register/tZIpfuqsqz4uE9Bwkrvoc8J9xIYO-0FccEA5   ⟳ Copy the invitation
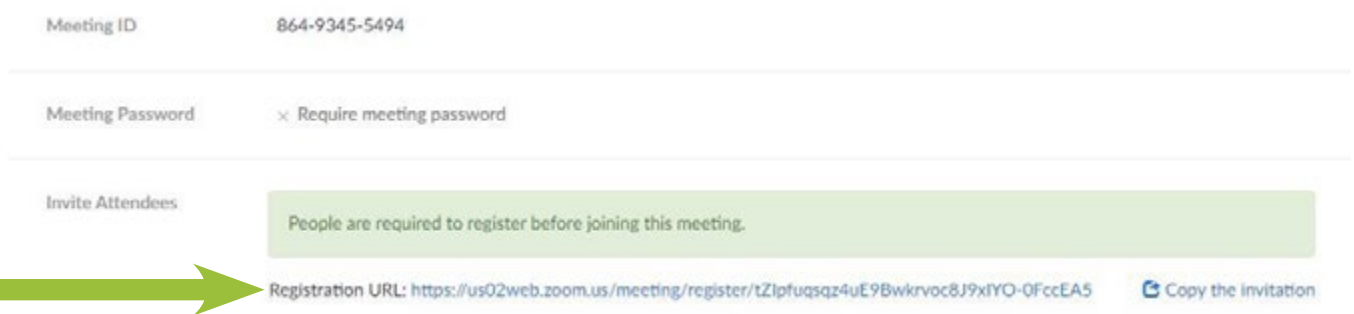
Start and End a Zoom Meeting Process

1. Open the Zoom application on your desktop.

2. In the Zoom application, select "Meetings."
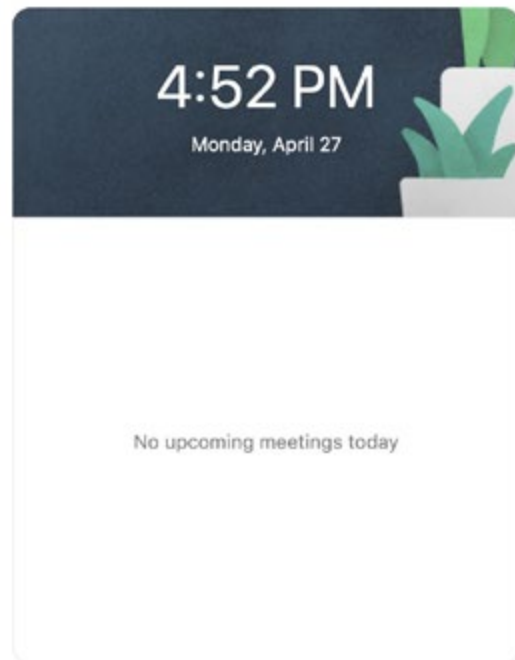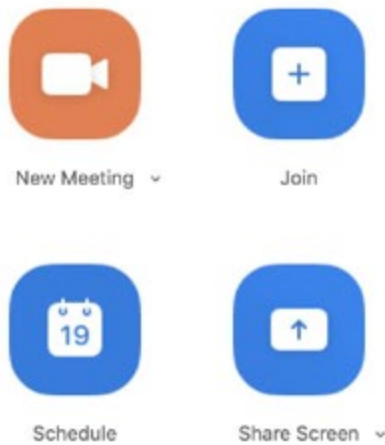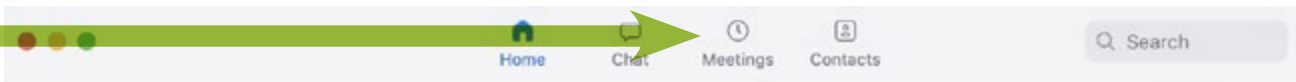
3. Select the open house meeting from the side panel and click "start."
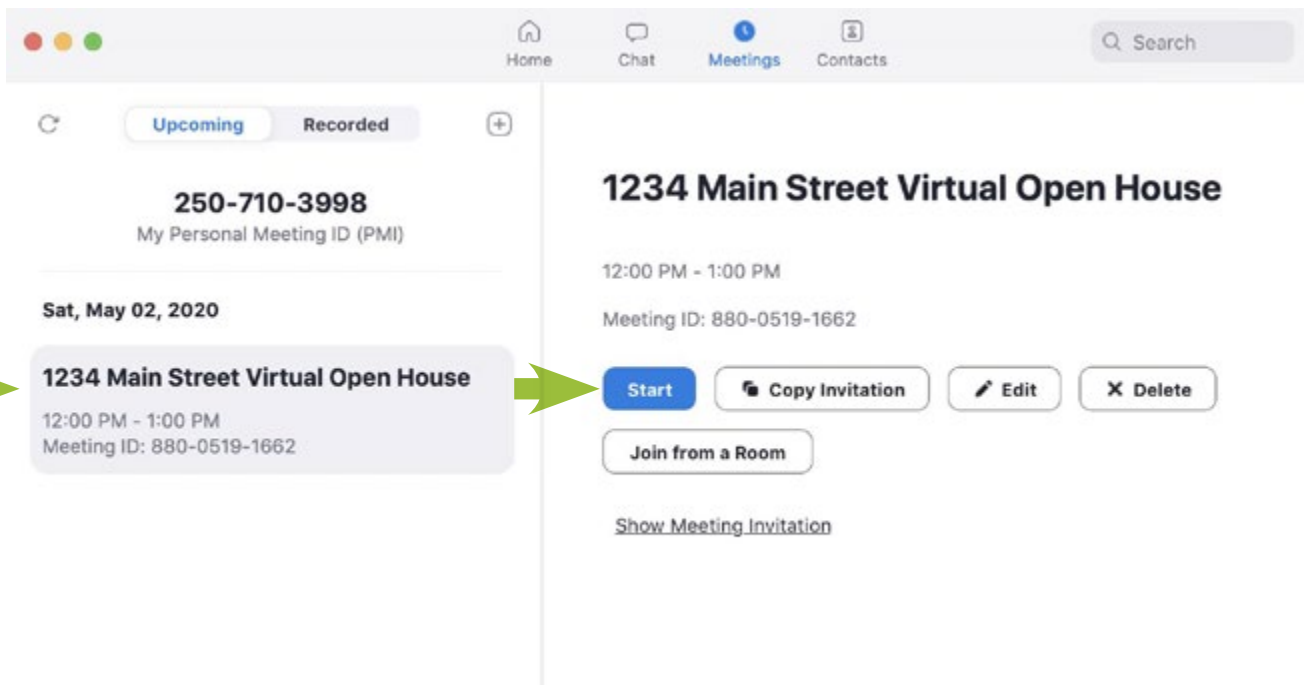
4. Once your meeting is ready to begin, disable the waiting room by selecting the "Participants" tab from the bottom bar. Then, click "More" and deselect "Enable Waiting Room."
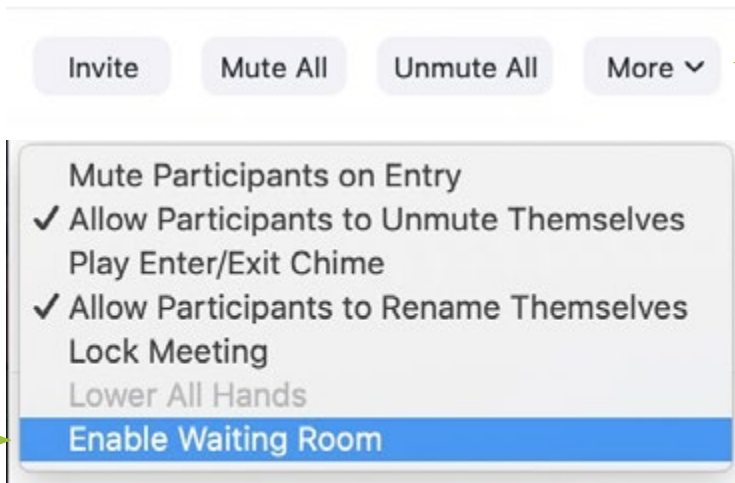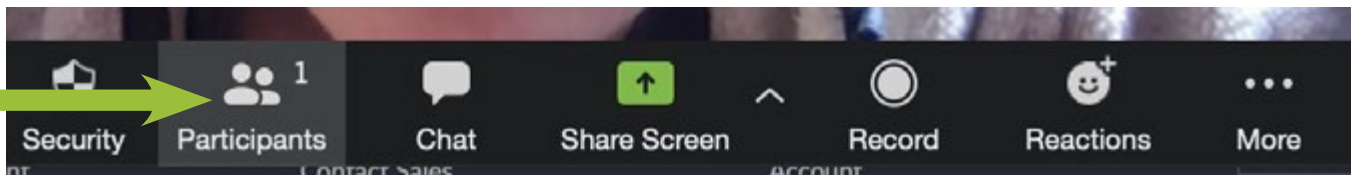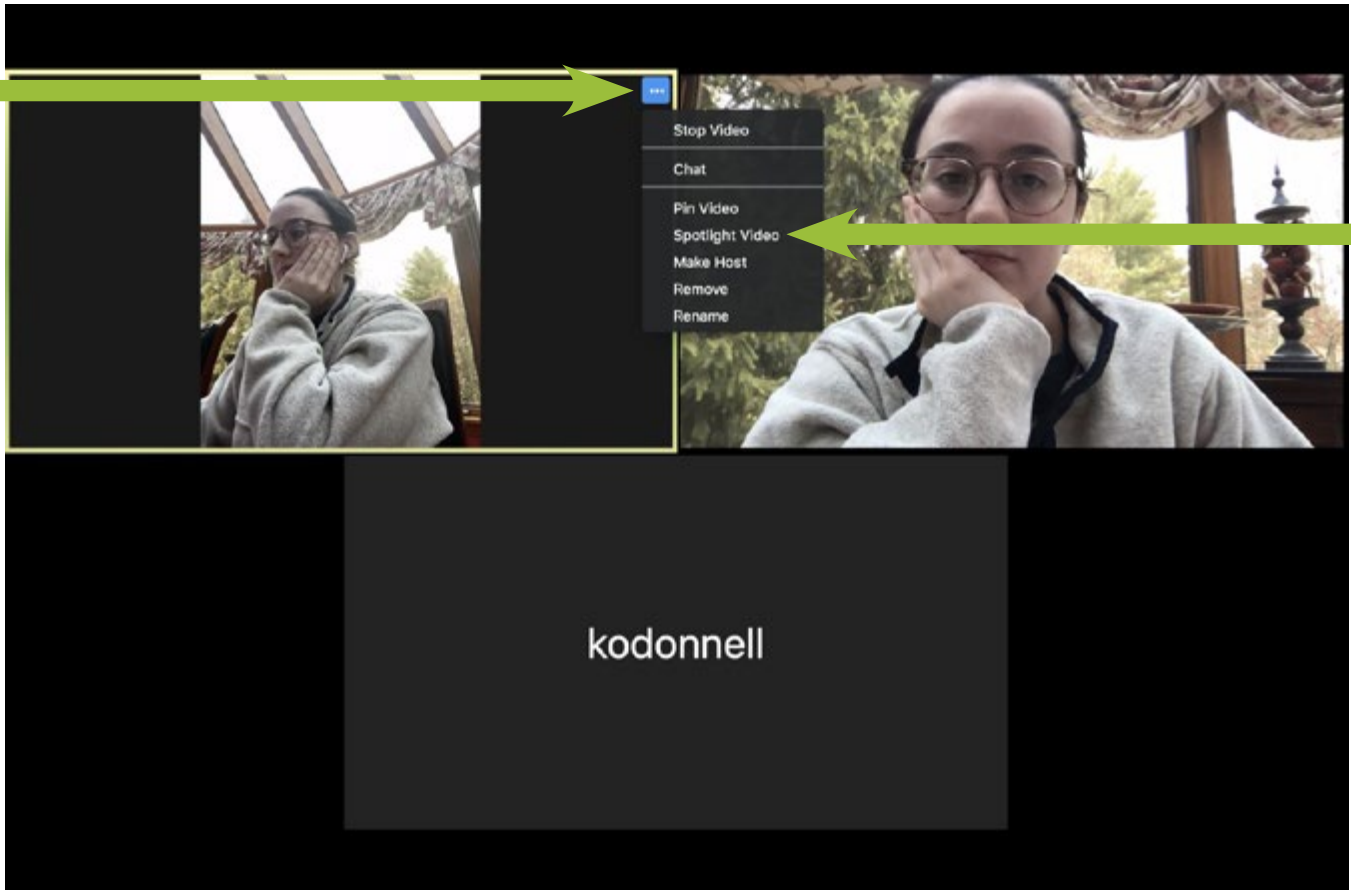

5. Your meeting will begin!

6. To end the meeting, select "End Meeting" in the bottom right corner of your screen. Then select "End Meeting for All" to end the call for everyone.
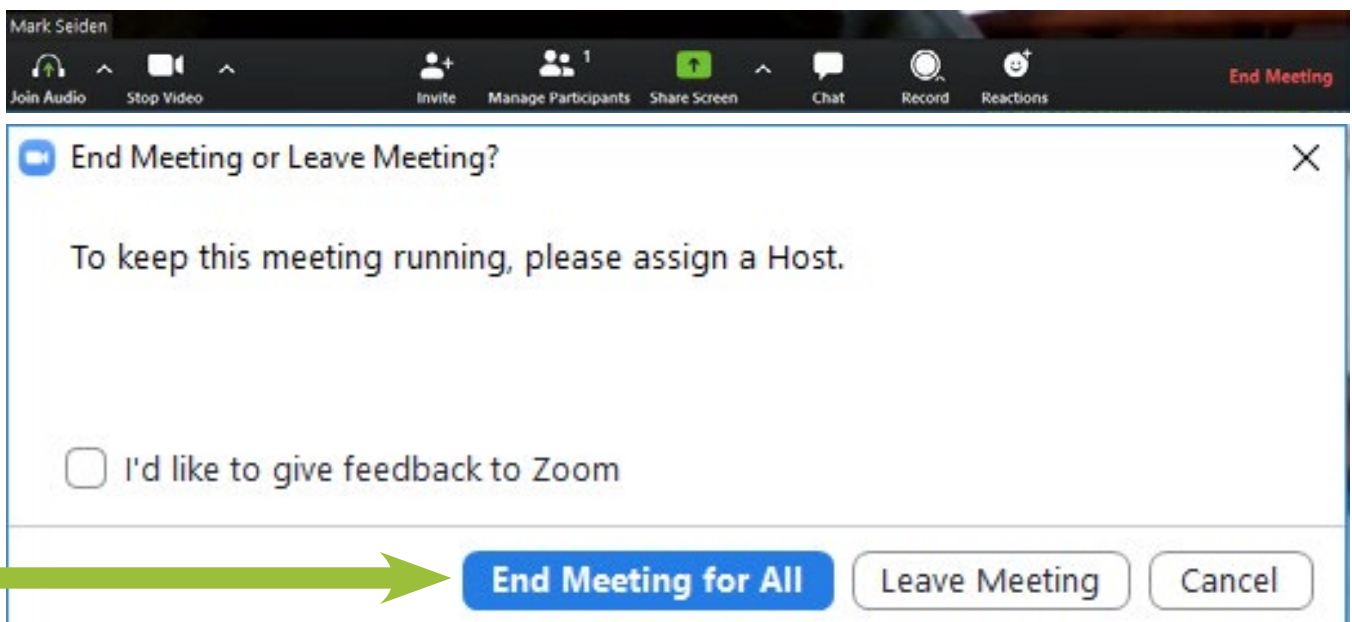
Zoom Spotlighting Process

1. In the video call, hover over the person you would like to spotlight and select the three dots next to their name. Then select "Spotlight Video."

2. The person you spotlighted will now be the main speaker for all of the participants on the call.

3. To switch spotlight views, repeat the same steps with another member of the video call.

Note: You can still screenshare when a video participant is spotlighted.

Zoom Screen-Sharing Process

1. Click "Share Screen" on the bottom bar.
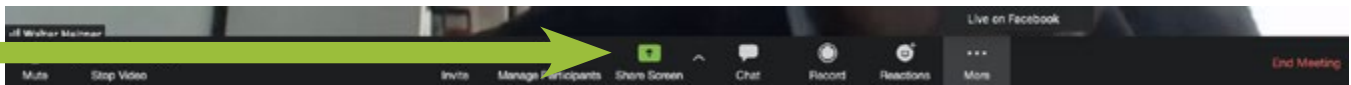
2. In the pop-up window, select the screen you want to share. Then select "Share" on the bottom right to broadcast your screen to all the participants of the call.
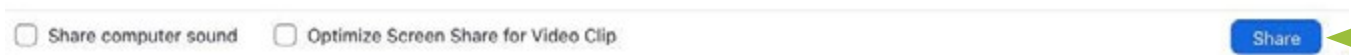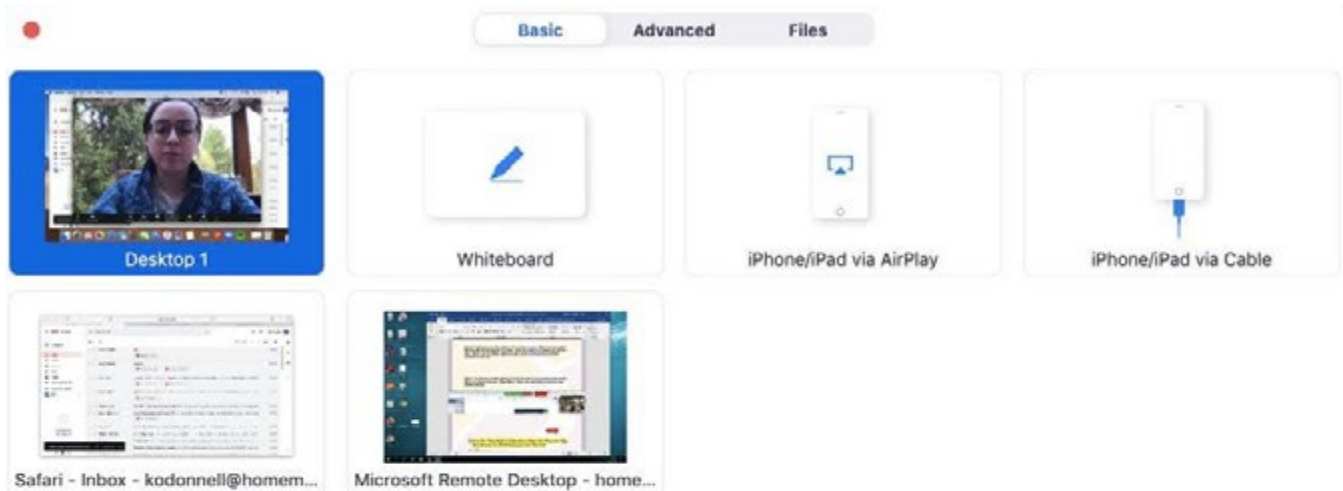
3. To end your screen share, click the red "Stop Share" button at the top of the screen.
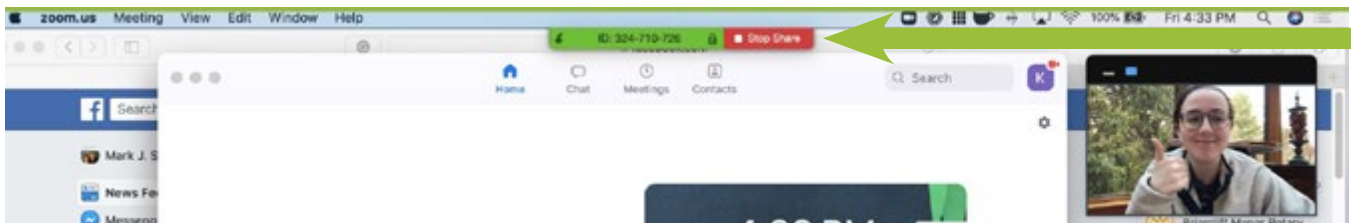
Facebook Live Process

1. On the bottom bar in Zoom, select "More." Then select "Live on Facebook."

2. In the pop-up window, click the drop-down menu and select "Share on a Page You Manage." Select the correct Facebook page.
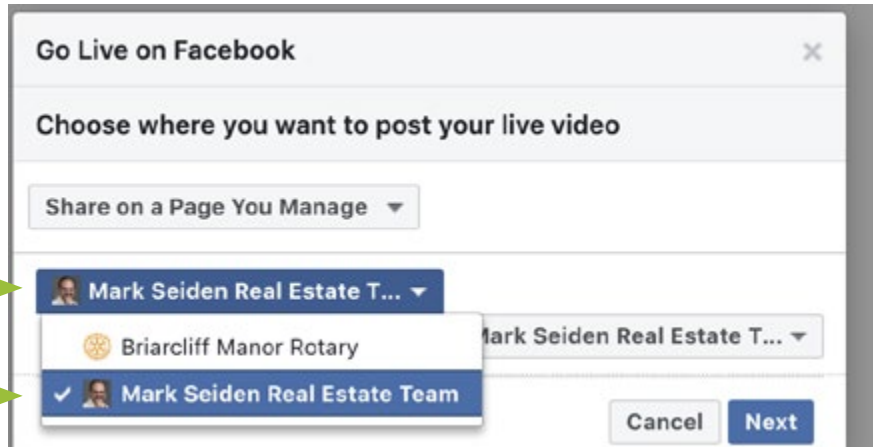
3. On the new screen, click the description box and type, "To ask questions, set up a time to see this home, and/or join on Zoom, please click here: [insert Zoom meeting registration link]." Then, when you're ready to begin the live video, click "Go Live" in the bottom right corner.
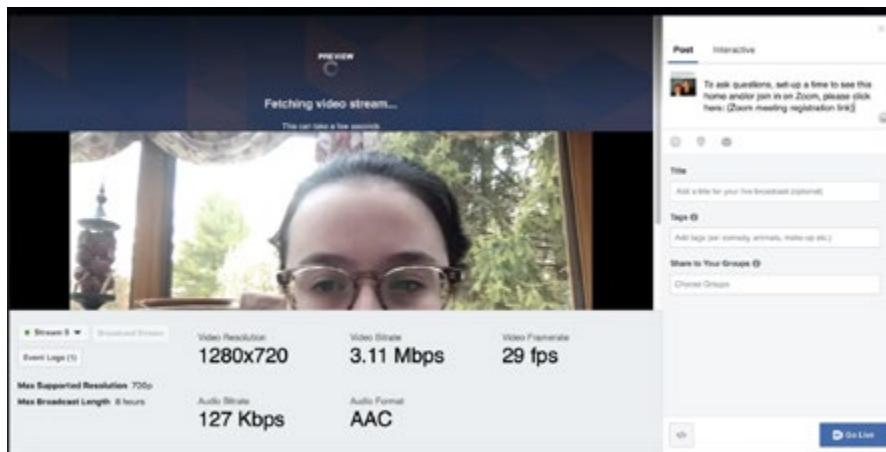
4. Back in the Zoom window, you will see a marker that says "LIVE on Facebook" while you are streaming live on the call. To end the Facebook Live, click the drop-down arrow and select "Stop Live Stream."
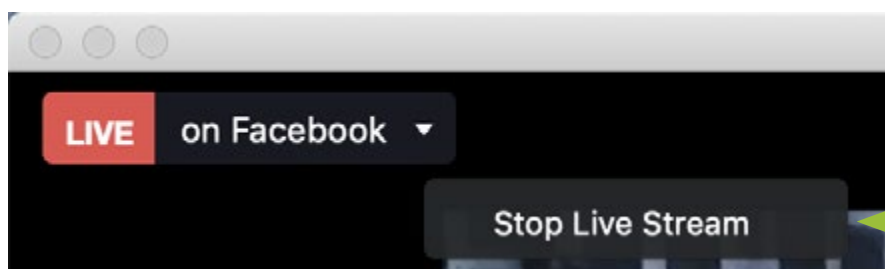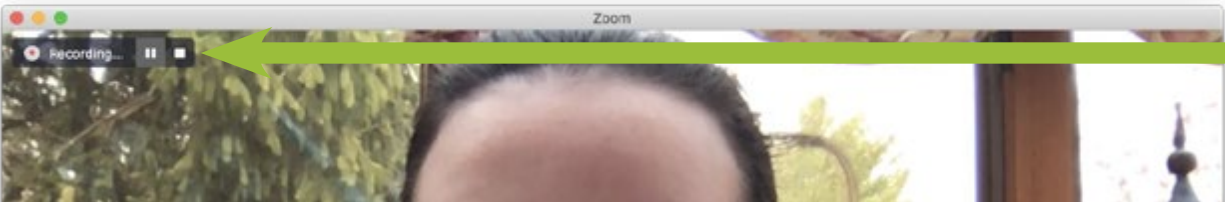
Zoom Recording and Uploading Process

1. Select the "Record" button on the bottom bar of your Zoom screen to begin recording.
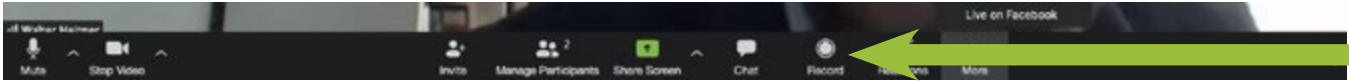
2. To stop the recording, find the "Recording" marker on the top left of your screen and click the square.

3. Once you end the meeting, a new window will pop up and your video will begin to download onto your computer.
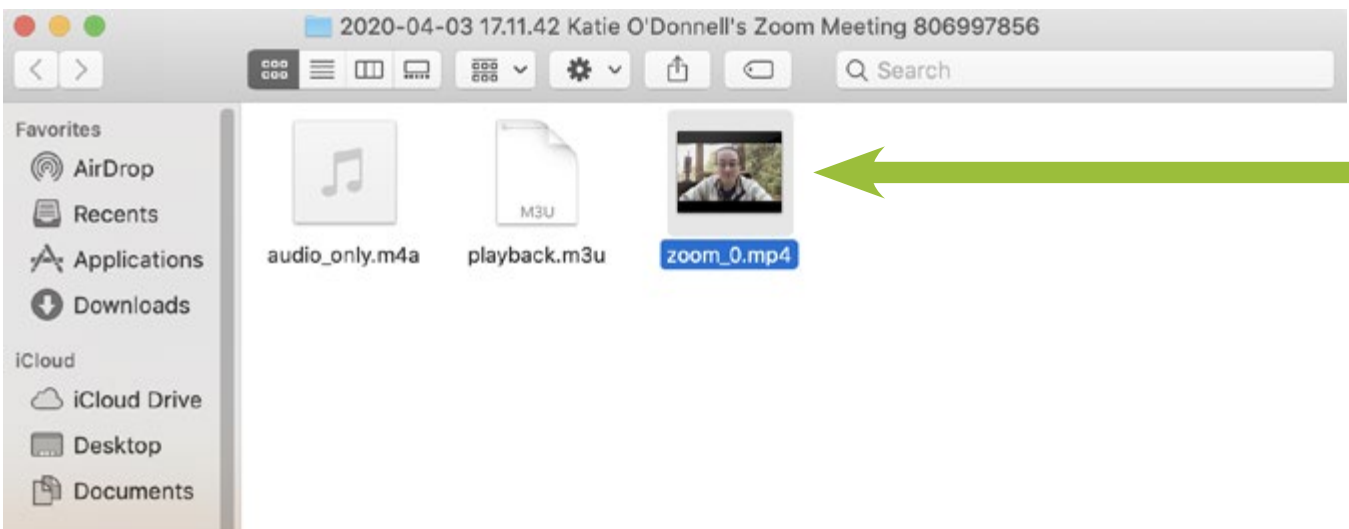

4. Once the download is complete, another window will pop up to show you the downloaded content. Be sure to rename the video and save it somewhere easily accessible.
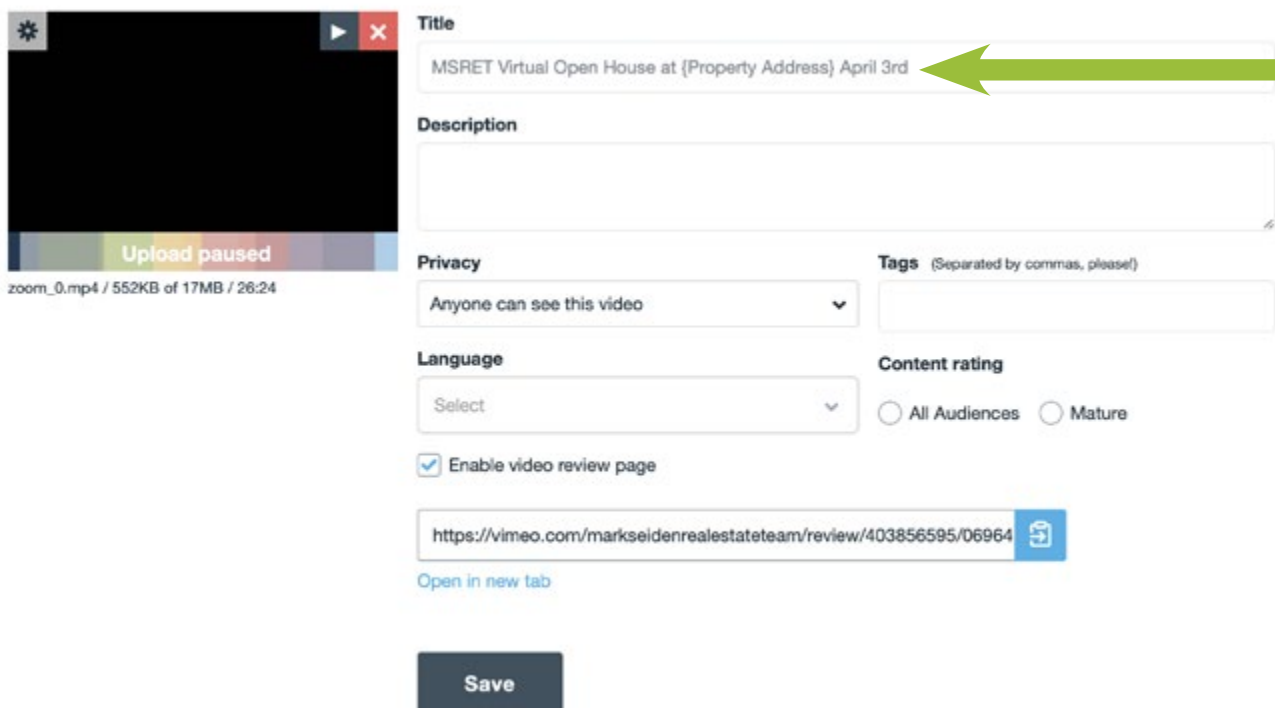
6. To upload a new video, select the blue "New video" button in the top right corner.
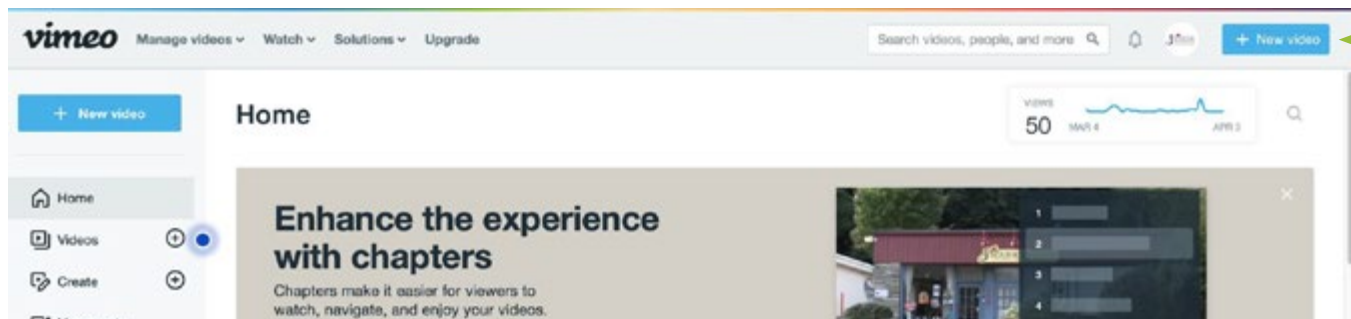
7. Click "Choose files" and select your saved video recording of the meeting. Keep the "Privacy" drop-down on "Anyone can see this video."
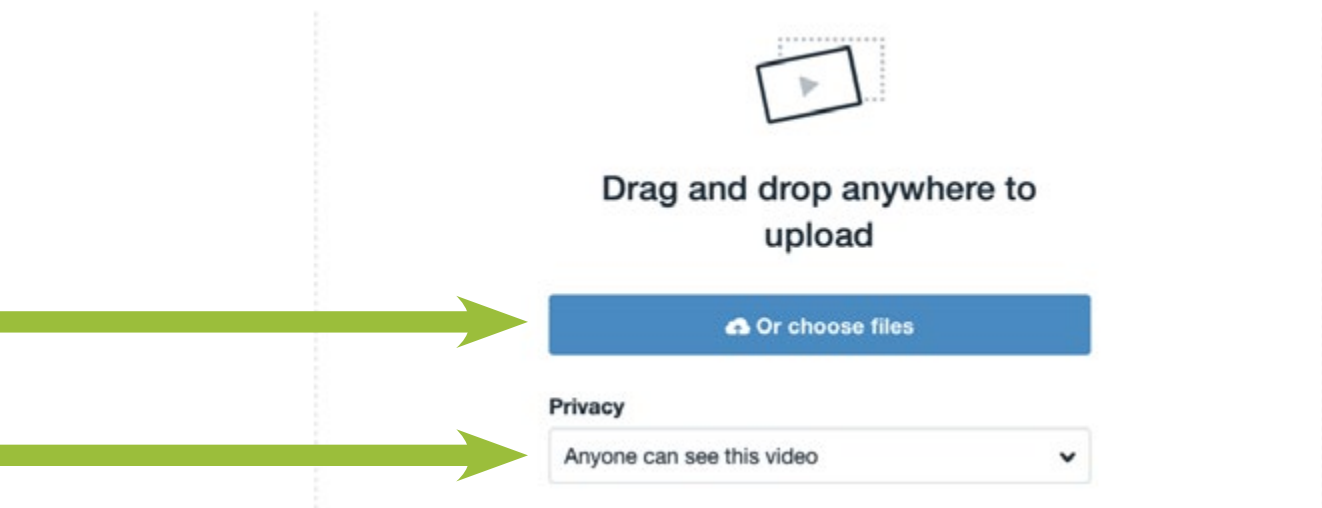
8. The video will begin to upload. While it's uploading, fill in the title and description.

9. When the video has finished uploading, a green bar that says "Upload complete! Go to video" will appear under the thumbnail. Click the "Save" button at the bottom of the screen.
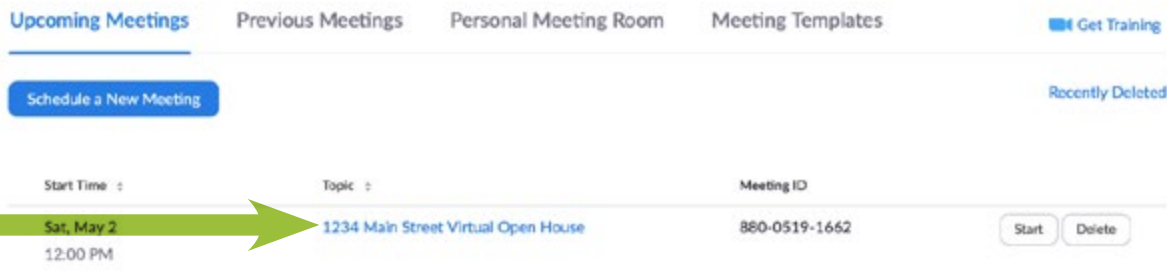

10. To copy the video link click on the green bar under the thumbnail. A new window with the video will pop up. Copy the link from the address bar and save it to send to whoever you need to.
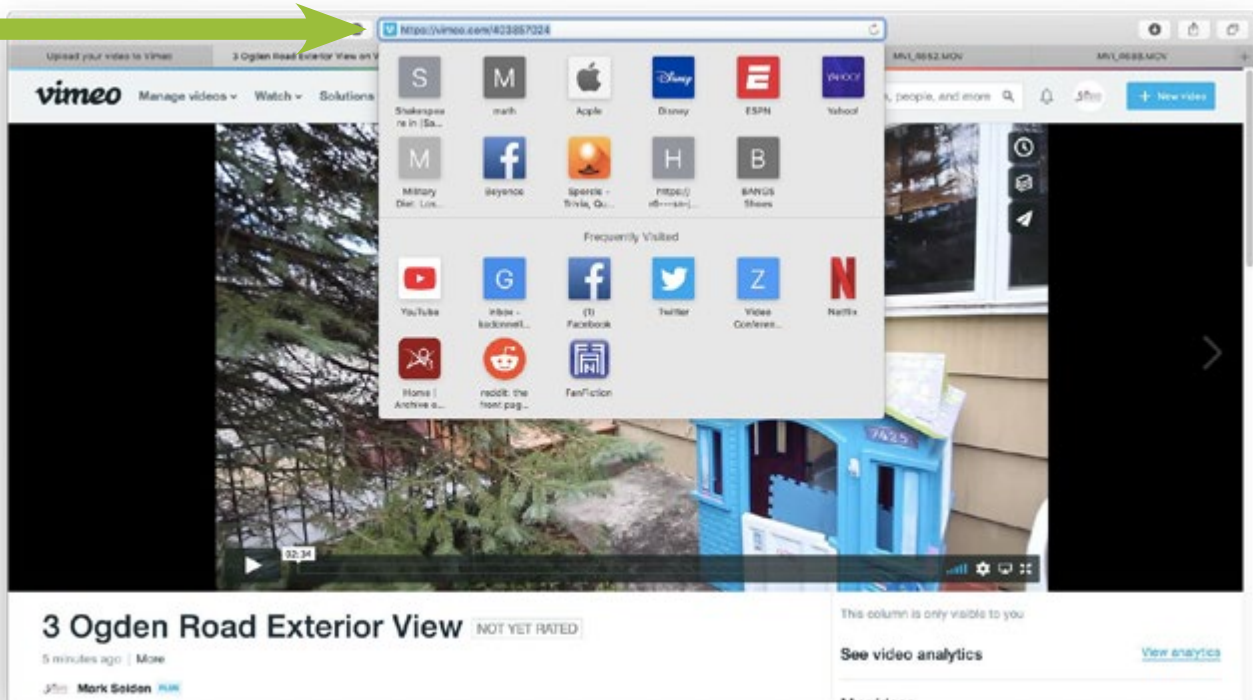
Accessing Zoom Registry Info Process

1. Sign in to zoom.com.

2. On the home page, you'll see all of your scheduled meetings. Scroll down to your virtual open house and click the blue link.

3. Scroll to the bottom of the "Meeting Information" page and select the "Registration" tab. Click "View" on the right side to view the list of registered participants.
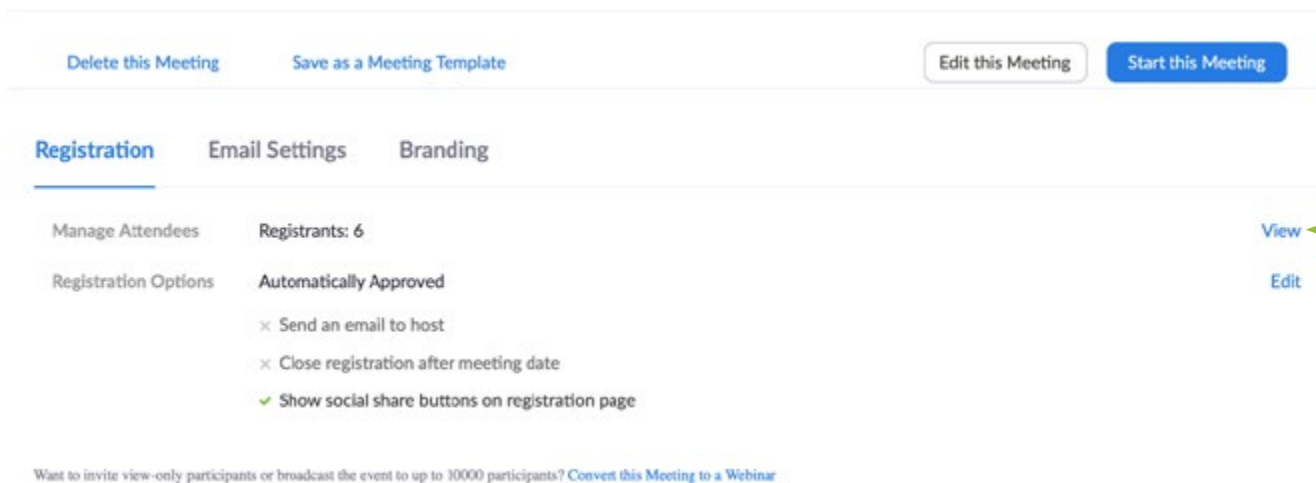
4. Click on a registrant's name to see their information.

Virtual Open House Postcards

Virtual Open House Scripts

To make these scripts your own, save a personal copy of this document and fill in the items in red with information specific to the open house.

DOWNLOAD VIRTUAL OPEN HOUSE SCRIPTS HERE

Virtual Open House Scripts

Address of Property		
Seller Name(s)	**Buyer Agent Name**	**Lender Name**
Videographer Name	**Host Name**	**Open House Date**
Start Time	**End Time**	**# of Attendees**

Document Checklist (make sure all are printed or available)

▢ MLS Sheet   ▢ Things All Buyers Want to Know   ▢ Contact Info Flyer   ▢ Open House Flyer   ▢ Floorplan

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To make these scripts your own, save a personal copy of this document and fill in the items in red with information specific to the open house.

1. **Begin the Zoom meeting. As you wait for registrants to join, screen-share the virtual open house brochure of the home.**

SCRIPT (BUYER AGENT) — repeat several times

Hello, everyone. We're just waiting a few more minutes for visitors to finish registering. We will start our open house very soon.

2. **Type the following message on the Facebook Live post:**

"To ask questions, set up a time to see this home, and/or join in on Zoom, please click here: [Zoom meeting registration link]"

3. **On the buyer agent's signal, start the recording.**

Note: Always start the open house 5 minutes late.

SCRIPT (BUYER AGENT)

[Pause 10 seconds before speaking.]

Hi, my name is [buyer agent name] with the [team name] Team. Our office is located in [location]. Please note that this virtual open house will be recorded and posted on our website, [URL]. That's [URL].

During this time of COVID-19, we are not able to schedule in-person open houses at the properties. Therefore, many buyers and sellers only see limited photos of the homes. Well, we are going to correct that.

Right now, we are going to conduct a [emphasis] *virtual open house* at one of our exceptional properties. You will be able to ask questions during the tour and even ask us to see something again!

4. **Display the buyer agent's, lender's, and listing partner's contact information flyer.**

SCRIPT (BUYER AGENT)

If you're ready to buy or sell, we are here to help you through the process. Of course, we will abide by all state laws for showing properties and will do our best to make this property available to anyone who would like to see it.

We also have a lender with us today for anyone who would like to be pre-approved for a purchase. Each day, the lending guidelines change drastically. You may have recently been pre-approved for a loan, but as of today, you might need to do it all over again. Say hello to [lender name] from [lender company]. [He/she] is ready to assist you at any time.

Once this COVID-19 situation changes, we will go back to having on-site open houses, but until then, we will do all we can do to help buyers and sellers find or sell homes.

During this open house, you may ask questions if you are registered on Zoom. If you're watching on Facebook, you can switch to Zoom by clicking on the link on your screen. Once you're on Zoom, click on the "chat" button at the bottom and type in your question.

5. **Display the open house brochure of the home.**

SCRIPT (BUYER AGENT)

Okay, let's start. I would like to introduce you to [full address of home, including city, state, and ZIP code], which is priced at [$$]. This [type — single-family home, multi-family home, condo, co-op, mixed-use property, etc.] located in [neighborhood or complex name] has [#] bedrooms, [#] full bathrooms, and [#] half baths and has approximately [#] square feet of living space. This home also has [add one or two other items: finished/unfinished basement, two-car garage, etc.].

[If applicable:] This home sits on [acreage amount] and the taxes are [$$].

[If applicable — for condos, co-ops, and properties with a homeowners' association:] And lastly, the common charges are [$$] per month.

To download this property's website directly to your phone, call [phone number] and type in extension [ext. number].

We are now going to start the walkthrough. When it's finished, we'll be able to speak with anyone who has questions or who would like to set up an appointment for a private showing.

6. **Spotlight videographer/showing assistant.**

SCRIPT (BUYER AGENT)

I'd like to introduce our videographer today. This is [videographer name], ["the seller" OR "our open house assistant"]. Hi [videographer name]. Let's start …

7. **Proceed with tour. Weather permitting, start outside of the property and then go inside.**

SCRIPT (BUYER AGENT)

[Repeat this once or twice during the tour] During this open house, you may ask questions if you are registered on Zoom. If you're watching on Facebook, you can switch to Zoom by clicking on the link on your screen. Once you're on Zoom, click on the "chat" button at the bottom and type in your question. You can also email me at [buyer agent email address] or private message me on Facebook after the live virtual open house has concluded.

8. **When the tour is over, spotlight the buyer agent.**

SCRIPT (BUYER AGENT)

We have finished the tour. Does anyone have any questions or comments regarding the property?

[Take questions and answer to the best of your ability. The lender (or seller if they are doing the video tour) may need to answer some of the questions.]

9. **Screen-share the buyer agent's, lender's, and listing partner's contact information.**

SCRIPT (BUYER AGENT)

Thank you for joining this virtual open house. For all the buyers out there, the lender and I are always here to help you. Let's set up an appointment to meet and get you a home! And for all you sellers, our listing partner, [listing partner name], is ready to speak with you and get your home sold! We at the [team name] Team are always finding different and innovative ways to market sellers' homes, no matter what is going on in the world.

Remember, if you have any questions after this open house, all you need to do is email me at [buyer agent email address], or you can private message me on Facebook. Please provide us with your name, address, cell number, and email address, and we will contact you ASAP! Let's get some real estate sold! We look forward to seeing all you all again at our next virtual open house. Have a great day!

Property-Floor-Plan-cheat-sheet, modified with notes

Property Floor-plan

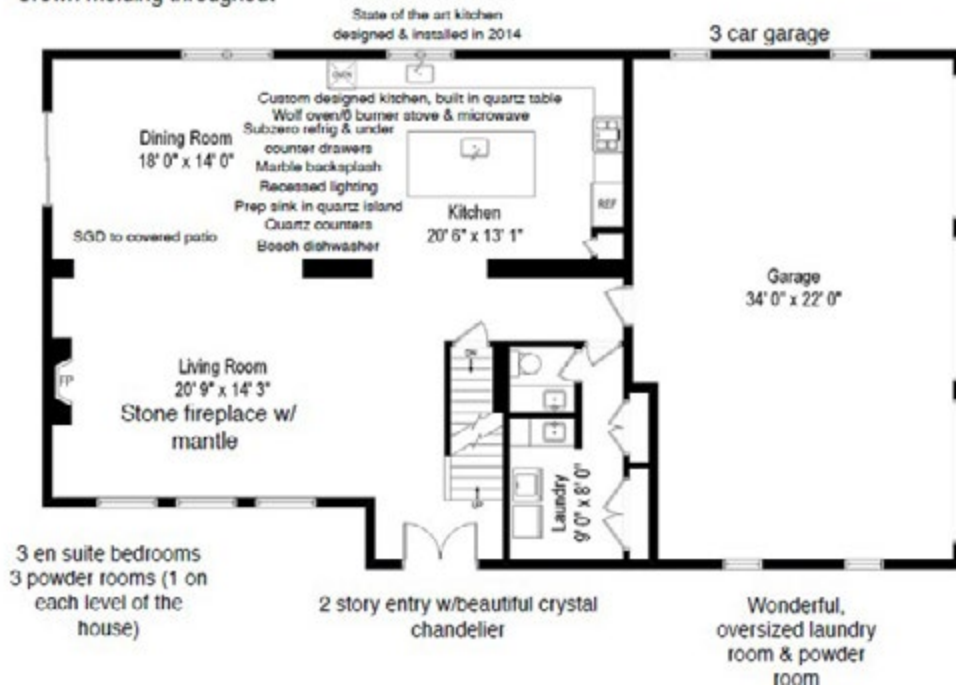Address: 9 Country Club Lane North, Briarcliff Manor, NY 10510

Floor Description: Main Level

House completely rebuilt in 2008
Wonderful open flow for entertaining

On a cul-de-sac
Hudson River views
Magnificent sunsets
1.2 miles to Scarborough train station
Close to Sleepy Hollow CC

Brazilian cherry floors throughout
Extensive Granite stonework
Finest materials & high end finishes
Crown molding throughout

Main Level

State of the art kitchen designed & installed in 2014

3 car garage

Custom designed kitchen, built in quartz table
Wolf oven/6 burner stove & microwave
Subzero refrig & under counter drawers
Marble backsplash
Recessed lighting
Prep sink in quartz island
Quartz counters
Bosch dishwasher

Dining Room
18' 0" x 14' 0"

SGD to covered patio

Kitchen
20' 6" x 13' 1"

Garage
34' 0" x 22' 0"

Living Room
20' 9" x 14' 3"
Stone fireplace w/ mantle

Laundry
9' 0" x 8' 0"

3 en suite bedrooms
3 powder rooms (1 on each level of the house)

2 story entry w/beautiful crystal chandelier

Wonderful, oversized laundry room & powder room

Property Floor-plan

Address: 9 Country Club Lane North, Briarcliff Manor, NY 10510

Floor Description: Top Level

2 master bdrm suites

Top Level

MBath has walk in shower w/multiple shower & body sprays & separate soaking tub

Door to Deck

Second Master Bedroom
20' 7" x 15' 0"
Vaulted ceiling, walk in closet, recessed lighting

W.I.C.
7' 2" x 9' 0"

Bedroom
15' 0" x 11' 6"
Recessed lighting, crown molding

En suite bedroom

Bedroom
16' 2" x 13' 11"
Jacuzzi tub, multiple shower & body sprays

Deck
30' 0" x 14' 6"

Deck also has River views

Powder Rm

Hudson River views
Gas Stone FPLC/mantle
Door to Deck
Family Room
20' 7" x 15' 0"

W.I.C.
12' 9" x 4' 5"

2 walk in closets, cathedral ceiling, Hudson River views

Master Bedroom
18' 0" x 16' 4"
River views, infinity whirlpool, marble tile, stall rainforest shower w/spray, dual vanity, skylights

MLS Sheet

MLS#:	6023600 *Active*	List Price:	$1,149,222
Addr:	9 N Country Club Lane		
PO:	Briarcliff Manor	Westchester County	
City/Town:	Ossining	Zip:	10510-2404
Village:	Briarcliff Manor	Hamlet/Loc.:	
Street Type:		Avail 4/Lease:	No

P Type:	Single Family	Type:	Detached
Sub/Devel:		55+ Comm:	No
Beds:	4	SqFt: 4,151	Acre(s): 0.4300
Baths:	6 (3 3)	Rooms: 10	Levels: 3.00
Style:	Colonial		Model:
Wtr Access:		PUD:	Builders Lot #:

Sch Dist:	Ossining	Elem:	Ossining
Jr High:	Anne M. Dorner	High:	Ossining
	LSC: New Listing	Last Ext:	

Level   **Description**

1   (Entry w/hardwood floor & chandelier), Kitchen (w/center island with sink & built-in Quartz table)
, Dining Room (w/hardwood floor & SGD to Patio), Living Room (w/hardwood floor & stone fireplace with mantle)
, Bathroom (Powder Room w/marble tile)

2   Family Room (w/Hudson River views, gas stone fireplace with mantle, door to Deck, walls of glass & vaulted ceiling)
, Bathroom (Powder Room), Master Bedroom (w/vaulted ceiling, walk-in closet & door to Deck)
, Bathroom (Master Bath w/marble tile, Bathtub with whirlpool & stall rain forest shower with body spray)
, Master Bedroom (w/hardwood floor, cathedral ceiling, large walk-in closet & walk-in closet)
, Bathroom (Master Bath w/Bathtub with infinity whirlpool, 2 Skylights, View of River, vaulted ceiling, stall shower with body sprays & handheld & marble tile)
, Bedroom (w/hardwood floor & closet), Bedroom (w/hardwood floor, closet & en suite Bathroom)
, Bathroom (w/Bathtub with whirlpool & shower with body sprays)

Lower   (Rec Room w/hardwood floor), (Storage Room), Bathroom (Powder Room), (Utility Room)

Basement:	Finished, Full	Attic:	Pull Stairs	Fireplaces:	2
Addl Fees:	No	Yr Blt:	1976/Actual	Yr Reno:	2008
Addl Fee Des:		Cnstrctn:	Frame		

Tax ID#:	4201-104-015-00000-000-0019-000-0-1	Tax:	$34,668	Tax Year:	2020(Municipality)
Taxes Include:	Sewer, Trash	Assmt:	$929,100	Monthly HOA:	
Avail Financing:		HOA$ Inc:			

Amenities:	Balcony, Cathedral/Vaulted/High Ceiling, Close to Park, Close to Railroad, Close to Shops, Cul-De-Sac, Deck, Eat in Kitchen, Hardwood Floors As Seen, Master Bath, Pantry, Patio, Powder Room, River Views, Security System, Walk In Closet
Includes:	Alarm System, Central Vacuum, Chandelier(s), Cook Top, Dishwasher, Dryer, Garage Remote, Light Fixtures, Microwave, Oven/Range, Refrigerator, Second Refrigerator, Shades/Blinds, Wall Oven, Washer
Excludes:	

Parking:	3 Car Attached	Elec Co:	Con-Edison
Heat Zones/Type:	4/Forced Air	Fuel:	Natural Gas
A/C:	Central	Water:	Municipal
Hot Water:	Gas Stand Alone	Sewer:	Sewer
Garbage:	Public	Siding:	Clap Board, Stone
Lot Description:			

Public Remarks

Luxury home w/Hudson River views set on a Cul-de-Sac. Completely & beautifully reconstructed w/extensive granite stone work & the finest materials & finishes. Three car garage & generous driveway. Magnificent Brazilian cherry flrs & crown molding throughout. Spacious living rm w/stone frplc. Stunning river views from 2nd level family rm w/gas frplc w/stone surround & large deck. Spectacular new custom designed gourmet Chef's kitchen w/Quartzite counters, marble back splash, Wolf gas 6 burner stove/oven, Wolf electric wall oven & Wolf microwave, Sub Zero refrigerator, Bosch dishwasher. Center island w/prep sink & Sub Zero 2 drawer refrigerator & Quartz table. Two master bdrm suites w/walk in closets & exquisite baths, guest bdrm w/en suite bath. Two story entry hall w/beautiful crystal chandelier. Exceptional finished lower level provides many options. Open flr plan w/sliding drs to the expansive covered stone patio & backyard is perfect for entertaining inside & out! Walk to Aqueduct!

Agent Only Remarks

***NO ONE DAY CODES! Questions, call Allyson Davidov (914) 830-6638. email: offer@homeman.net. Disclosures & additional information available - see attached docs.

Show Instr:	Use Showing Time Icon.
Access for Show:	Supra Lock Box
Directions:	Route 9/Albany Post Road/South Highland Avenue. Right onto Country Club Lane. Right onto Country Club Lane North. House on Left.

Appt Ph:	(866) 642-1222	Appt Ph 2:		DOM:	42
Owner:	Luca	REO:	No	Org Price:	$1,149,222
LA:	(3901) Mark J. Selden	LA Ph:	(914) 762-2200	Mod/Excl:	M3
LA Email:	MSelden@HomeMan.net			List Dt:	03/12/2020
LO:	(MAJSEI) Mark Seiden Real Estate Team	LO Ph:	(914) 762-2200	Expire Dt:	09/12/2020
CLA:		CLA Ph:		Agr Type:	ERS
CLA Email:				Neg Thru:	Listing Agent
CLO:		CLO Ph:		$/SqFt:	$276.85
SA:	0% BA: 2.0%	BRA:	2.0%	TOM Dt:	
		OBD:		OM Date:	

Property Brochure

Agent/Lender Brochure

Mark Seiden Real Estate Team

Virtual Open House

9 Country Club Lane North, Briarcliff Manor

800-749-6600

Property
Extension #: 2528

Buyers Agent
Walter Heitner

WHeitner@HomeMan.net   914-200-1565

Lender
Max Ozkural
Superior Mortgage
superiormax@optonline.net   845-391-1776

Listing Partner
Allyson Davidov

ADavidov@HomeMan.Net   914-222-0126

MARK SEIDEN REAL ESTATE TEAM
Turning Goals Into Reality

HomeMan.net   914-762-2200

Things-All-Buyers-Want-To-Know

Things All Buyers Want to Know!

Address: 9 Country Club Lane North, Briarcliff Manor NY 10510

ITEM	INCLUDED	EXCLUDED
Air Conditioning units:	C/A	
Blinds/Curtains/Valences	Blinds	
Ceiling Fan(s)	n/a	
Compactor/Garbage Disp.	2 ✓	
Dishwasher	✓	
Dryer/Washer	✓	
Elec./Gar. Opener-Remotes	3 ✓	
Fireplace Glass/Screen		
Light Fixtures	✓	
Microwave (Built-in only)	✓	
Playground/swing set	n/a	
Pool Accessories	n/a	
Refrigerator/Freezer (all)	3 ✓	
Range/Oven/Cook-top	✓ 2 ovens	

Roof: Type: asphalt Age: 2008 # of Layers: ✓ Notes: _____

Type of Heat: forced air Age of Boiler/Furnace: 2008 Number of zones: 4

Age of Hot Water Heater: 2008 Heating Notes: _____

Age of Central A/C: 2008, # of zones: 4 Electrical Amperage: 200 Breakers ✓/Fuses ☐

Central: Alarm ✓/Vac. ✓/Speakers ☐/Other: 2 condensers 2017 – wired for speakers

Electric/Gas: $ 3,900 /yr Oil $_____/yr Buried Tank: No ✓/Yes ☐/Removed ☐

Muni Water: $ 250 /yr Location of oil tank: _____

Well Water: No ✓/Yes ☐ Test Results Available: No ☐/Yes ☐ Depth: _____ ft. Gallons/min.: _____

Location of well: _____ Co. Name: _____

Sewer ✓/Septic ☐: location: _____ Last Pumped: _____

Septic Company: _____ Phone: _____

If propane: $ n/a /yr Purpose: _____

Landscaping: $ 1,200 Pool: $_____ Other: _____

Association: No ✓/Yes ☐ Type: _____ Common charges (Basic): $_____

Assessment: $_____ Ending: _____ Purpose: _____

Buyer's Move-In Exps: _____ Seller's Move-Out Exps: _____

Management Co.: _____ Phone: _____

Amenities: Pool ☐/Tennis ☐/Clubhouse ☐/Playground ☐/Jitney ☐/Other ☐ _____

Parking Spot/Garage #: _____ Location: _____

Sellers' Signatures: _____ Date: 2/21/2020

Revised: 7/15/15

MARK SEIDEN REAL ESTATE TEAM
Turning Goals Into Reality
Robert Luca

HomeMan.net 914-762-2200
9 Country Club Lane North

Chat Script

1. Fill in the buyer agent's name.

2. Copy and paste the paragraph from your word processor directly into the chat section of Zoom.

   "Those are great questions. However, we have limited time and we have to finish the entire open house first. I'll have [buyer agent] personally reach out to you to answer all of your questions. I know you have already registered, but please provide your full name, phone number, and email in this chat so I may give this information directly to [buyer agent]."
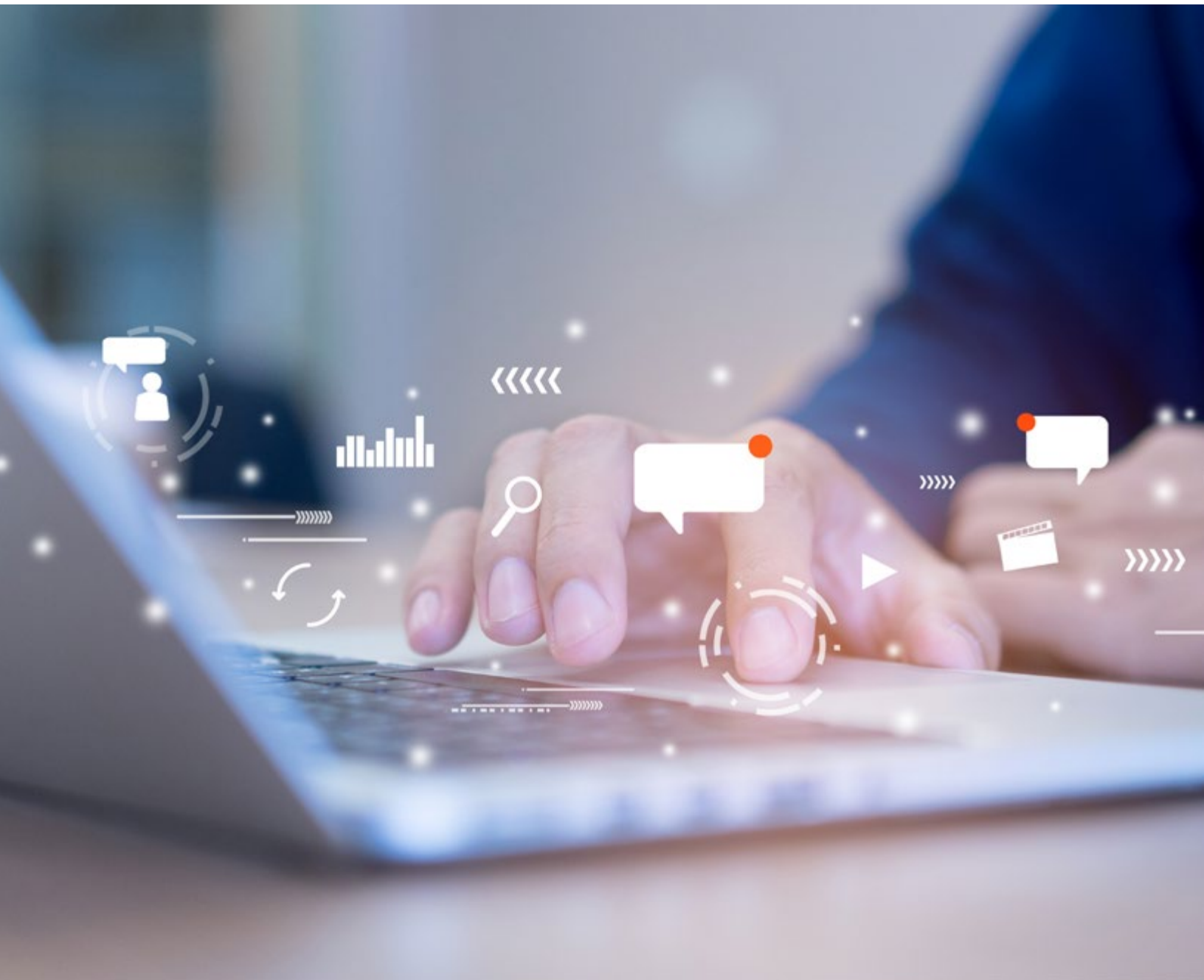
Virtual Open House Summary

Virtual Open House Summary

Address of Property		
Seller Name(s)	Buyer Agent Name	Lender Name
Videographer Name	Host Name	Open House Date
Start Time	End Time	# of Attendees
Weather	Holiday Weekend	Price

Summary

_____

_____

_____

_____

_____

_____

_____

_____

Seller Information Sheet

Virtual Open House
Seller Information Sheet
As of xx/xx/xxxx

Sellers' Name	Property Address	Access	Phone Number(s)	Email Address(es)	Wi-Fi Network	Wi-Fi Password	Emergency Contacts / Notes

Sign Rider (For Sale Sign already has IVR phone number and extension on it)

Sample: Email with attachments sent to Staff/Team regarding Open Houses