

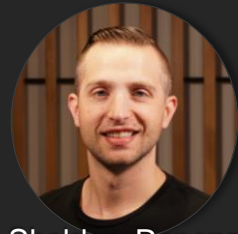
market leader power hour

Virtual Tours, Open Houses, & Listing Presentations – Oh My!

Virtual Strategies for Winning More Clients



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The Plan for Today...



Tips to maximize your virtual showings and tours



Strategies for winning your virtual listing presentations



How to get the most from your virtual open houses



Today's call will be recorded

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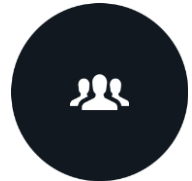


Technology is here to

stay

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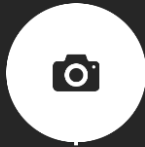


Consumers are the same,

but different

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Virtual Tours & Showings



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Equipment Check

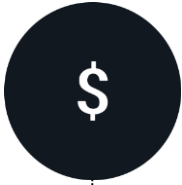
- ✓ Camera & microphone
- ✓ Selfie stick or tripod & cart
- ✓ Video editing software
- ✓ Script or bullet points



A small investment
goes a long way

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You can also

pay to play

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Get the Basics Down

- ✓ Practice a few times
- ✓ Use good equipment
- ✓ Try to shoot on a sunny day
- ✓ Write an outline or bullet points



Have a
game plan

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Use the word

“your”

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Try to aim for

3-5 minutes

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If you can, download and

save your tour

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Sharing Your Tours

- ✓ Update the MLS
- ✓ Add tour links to your website
- ✓ Share tours on social media
- ✓ Email blast to relevant contacts



The more views,
the better

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Virtual tour VS.

virtual showing

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**Virtual Open
Houses**



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First, choose your

platform

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Capture their information

upon registration

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Get the Basics Down

- ✓ Be prepared, arrive early
- ✓ Start on the street or front yard
- ✓ Turn on all lights, open doors
- ✓ Encourage interaction



Act like they're
there with you

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Open House Engagement

Did anyone have a chance to look at this property online?

What do you like most about the home? Least?

What questions do you have that I didn't answer?

What would you like to see again or in more detail?

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Spend 10-20 minutes

depending on size

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Promote Your Open House

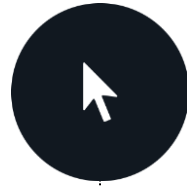
- ✓ Social posts and ads
- ✓ Targeted email blasts
- ✓ Update the MLS and share
- ✓ Offline methods with QR codes



Download and
share afterwards

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Leverage your

website

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Your follow-up is

paramount

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Subject: Hi Sheldon...

We met [virtually] today at my open house at [123 Main Street], and I wanted to follow up and thank you for joining me! What did you think about the house? Are there any other homes you'd like to see in more detail?

You should have received a welcome email with a login and password so you can view all of the MLS listings on my website with no obligation. I'm also setting you up to receive similar listings as they hit the market, so let me know if there are any must-haves or additional areas I should include.

Thanks again, and have a great day!

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Virtual Listing Appointments



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Subject: I've gone virtual...Safety First!

We've all had to adapt and make adjustments during this crisis, and my real estate business is no exception.

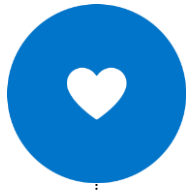
I've embraced new tools and processes to keep us all safe during this time, so if you feel more comfortable doing the appointment virtually, that's great. Just reply to this email and let me know your preference, along with a few dates and times that work best, and I'll send over a meeting link.

Before the Appointment

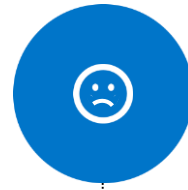
- ✓ Keep them engaged
- ✓ Send a pre-listing package
- ✓ Get photos of the home
- ✓ Get the 5x5 from the seller



Research the home
& neighborhood



Five things they
love about the
home



Five things they'll
miss about the
home

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During the Appointment

- ✓ Consult, don't sell
- ✓ Have visuals & resources ready
- ✓ Let them talk, and listen
- ✓ Ask them to give you a tour



Be as prepared
as possible

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Build Commonality with Questions

✓ These provide specifics for you to use during the rest of the presentation

✓ Knowing this information can help you foresee and overcome objections

“In a perfect world, what kind of buyer would buy your home and why?”

“Where will you be moving to?”

“Will you be purchasing another home?”

“Have you ever sold a home before? How was that experience?”

“How quickly do you need to sell?”

“Have you made any major updates or improvements?”

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Determine their **motivation**



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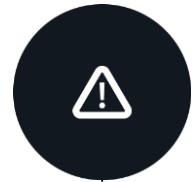
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Leverage all of your
technology

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Listen and overcome
objections

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Questions?

