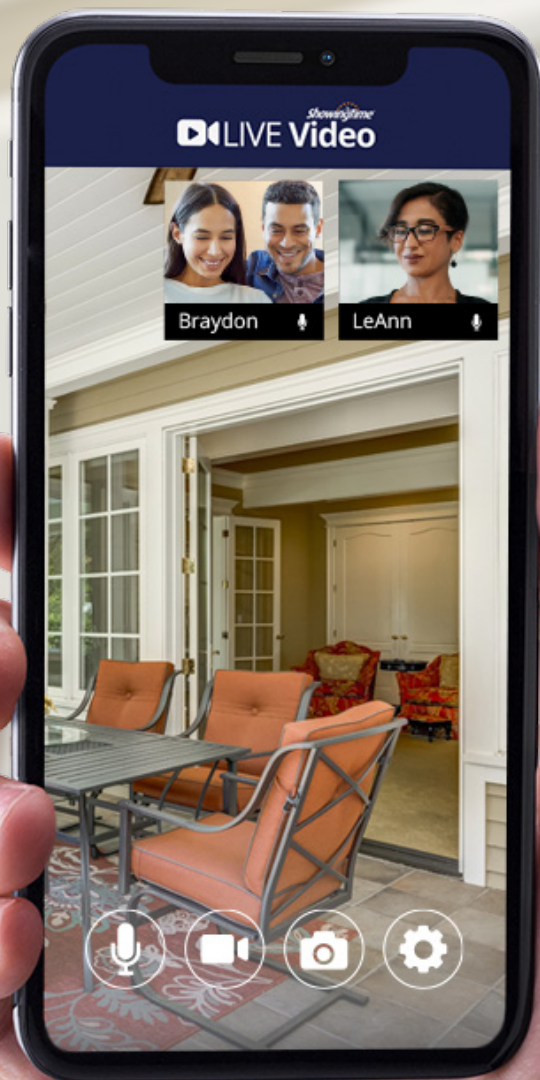


THE REAL ESTATE AGENT'S GUIDE TO VIRTUAL SHOWINGS



ShowingTime®

The concept of hosting home showings online is almost as old as the internet itself. But while early attempts to conduct home tours entirely online showed promise, they were ultimately hindered by expensive technology, slow connections and an overall clunky user experience.

Today, the virtual showing experience couldn't be more different. Leading real estate vendors have built upon technology that's already in the hands of most consumers to provide a virtual showing experience that's on par with the experience of in-person showings.

And, while it's undeniable that recent safety concerns around in-person showings have been a significant motivation for the adoption of virtual showing technology, the feedback we've received since we first launched our LIVE video showing product, **ShowingTime LIVE Video**, has overwhelmingly been that virtual showings are here to stay.

Of course, securing the right technology is only one aspect of hosting a successful virtual showing. To help your clients seamlessly navigate a virtual showing experience that's every bit as productive as those of the in-person variety, we've collected a series of tips to help both parties prepare for what to expect.

For your convenience, we've created two sections of best practices – one aimed at listing agents and their clients, and one for buyer's agents and their clients.


We've also provided answers throughout the guide to some of the most common questions we've received about ShowingTime LIVE Video, which enables agents to conduct LIVE video showings directly from the ShowingTime mobile app with the tap of a button.

ALL AGENTS **Invest in the Right Technology**

Before you approach your clients on the topic of virtual showings, it's vital you first select the right technology for the job. Live video streaming technology is everywhere, so it can seem overwhelming trying to decide on which one to adopt.

To achieve the worthwhile virtual showing experience your clients expect, you'll want to focus on selecting an option that

offers high-quality live video with no delay. These services will typically highlight **low-latency** or **fast response** times when referring to instantaneous video to distinguish their offerings from the competition. For video quality, be on the lookout for services which offer at least **1080p high-resolution video** to ensure that buyers are getting the most detailed view of the home. To take advantage of these smooth, high-quality video streams, make sure your



clients – who will be sitting in their home while the virtual showing takes place – are connected to their home WiFi on their device, which will typically offer a stronger, faster connection than mobile data plans afford.

Our advice? Save yourself (and your clients) the potential headaches of having to create accounts for multiple video streaming services or

download separate video streaming apps and instead invest in virtual showing technology that's tailor-made for the purpose of facilitating virtual showings.

By design, such services provide the most seamless experience for agents and their clients. **ShowingTime LIVE Video**, for example, takes advantage of our existing ShowingTime mobile app (already in use by hundreds of thousands of agents) and My Home by ShowingTime (our consumer app for home buyers and sellers) to manage virtual showings – with no additional app downloads or accounts needed.

BUYER'S AGENTS **Assign Homework**

It's true for in-person showings and virtual showings alike: The most productive showings are those that are attended by buyers who have been given a thorough rundown of the listing's features and encouraged to do their due diligence in reviewing it prior to the showing. Out of respect for the time taken to conduct

the showing, it's important to stress that your buyers approach virtual showings with the same level of preparedness they would for an in-person showing.

To drive that point home, make sure you share pertinent listing details and encourage them to think of questions about the listing so they can make the most of the showing.

As every buyer's agent knows, it's also good form to provide feedback to the listing agent following the showing's completion, which – if the listing is using ShowingTime – can be accomplished via the app, or by completing a feedback form you'll receive via email.

Q: Why use ShowingTime LIVE Video instead of other live video streaming services?

A: **ShowingTime LIVE Video** uses the familiar showing and feedback management platform agents use – more than five million times every month – to schedule and conduct in-person showings, which means all the benefits derived from using ShowingTime's tried and true systems will apply to video showings. Using ShowingTime LIVE Video means sellers will get showing feedback like they're used to, see upcoming and previous showings, be able to review the Listing Activity Report and more.

Encourage Active Participation

As effortless as technology has made the virtual showing experience, it's understandable that participants may have reservations about how to approach them. Yet the best practices for getting the most out of a virtual showing remains very similar to those which buyers would follow for in-person showings.

One of the key advantages of a live virtual showing vs. non-attended walk through recordings is that they provide a personalized, interactive showing experience that allows prospective buyers to see the features they want to focus on – just as if they were at the showing in person.

Encourage your clients to ask questions and direct the showing just as they would during traditional tours. Leading virtual showing products allow buyers to ask questions as the showing is conducted.

Set Expectations

Buyers who have never been on a virtual showing might have misgivings about the

experience, and it's hard to blame them. They're embarking on one of the most significant financial decisions of their lives, so they can be forgiven for being initially apprehensive about a virtual showing in lieu of visiting a home in person. That's why it's important you properly set buyers' expectations on what a virtual showing can and cannot offer them.

A virtual showing can:

- Provide a detailed, personalized look at a listing that's comparable to what they'd receive with an in-person tour.
- Afford buyers the opportunity to ask about listing details while they're on the showing, similar to if they were physically at the listing.
- Function as an excellent persuasive tool to inspire buyer interest, in turn giving your clients an incentive to drive around and research the neighborhood without going into the listing.

A virtual showing typically cannot give buyers as good of a feel for the neighborhood as they would get from an in-person showing.



EXPECTATIONS

LISTING AGENTS

Host a Practice Run

There's no question that virtual showings have become a tried and true way to show homes, and it's easy to see why. In fact, out-of-town buyers have relied on virtual showings for a long time. And now, technology has advanced to the point that the right service can offer a showing experience that's a close match to that of traditional showings.

That said, some sellers may still be unfamiliar with the process, so it's important to help them prepare the home for a virtual showing – reminding them that it's essentially the same prep they'd do for an in-person showing.

One great way to let your sellers know what to expect is to do a practice virtual showing, and have them role-play as the potential buyers.

Once your sellers are comfortable with how virtual showings work, schedule some time for the practice session. This will give them a first-hand experience with the technology and uncover any questions they may have. It will also prepare them for any technical issues that could arise during a real virtual showing, giving you the opportunity to discuss how to handle the mishaps.

Plan a Showing Route (but be prepared for detours!)

In cases where your sellers will be responsible for being “behind the camera” for the showing,

Q: What technology is needed to host a virtual showing?

A: While the specific technology needed to host a virtual showing will vary by service, there are several common requirements all parties will have to meet to run a smooth showing. An up-to-date Android or Apple mobile device with the latest operating system installed, a high-speed internet connection and a current version of the virtual showing software installed on each device are typically all that's required for a virtual showing.

devising a preplanned “showing route” to take buyers on is an effective way of simplifying the virtual showing process.

This allows your sellers, who in most markets are not present during in-person showings, to not have to stress over “improvising” the walk through or having to do the legwork of determining which areas of the home to focus on. As their agent, you're the expert on what features will appeal to potential buyers, so it's important you show them the way.

Of course, the live, interactive nature of modern virtual showings is such that buyers

may request “detours” to focus on certain elements of a listing at any given time. Thus, when working with your sellers to develop a showing route, make sure to stress that possibility to make sure they’re not caught off guard.

Set the Stage

Today’s high-quality video technology can provide a view of your client’s home that closely rivals that of being there in-person, which is part of what makes virtual showings a compelling alternative. But the level of detail virtual showings can now reveal also means that staging remains a vital component of a successful showing.

According to NAR’s 2019 Profile of Home Staging, **40 percent** of buyers’ agents reported home staging had an impact on how their clients viewed the homes they saw and a resounding **83 percent** said staging made it easier for their buyers to visualize a listing as being their home.

But you and your sellers don’t have to resort to professional staging companies to make for a visually appealing layout. Here are a few tips we found – which will be familiar to listing agents – that sellers can take to put their home in the best light during a virtual showing:

- Incorporate just enough personal effects around the home to make it look “homey,” though not so many that a would-be buyer would have difficulty seeing the home as their own
- Experiment with lighting to make sure each area of the home looks its best when on camera (to test this part out, incorporate this step into the practice virtual showing)
- Where possible, remove mirrors prior to the showing to prevent the camera person from being visible and thus distracting the buyers
- While it probably goes without saying, it’s essential that the home receives a thorough cleaning before it’s shown virtually

Q: Who gives the live tour during a virtual showing?

A: One of the great benefits of virtual showings is the flexibility they afford. This extends to who is designated as the camera person; it could be the buyer’s agent, the listing agent or even the seller. In the case of **ShowingTime LIVE Video**, the buyer’s agent – who typically hosts showings for buyers – decides who gives the live video tour, and who will speak as the tour is conducted. In markets where buyer’s agents are allowed to visit homes, it’s likely their preference – and probably the seller’s preference, too – is for the buyer’s agent to be the camera person.



Throughout the U.S. and Canada, buyer's agents and listing agents alike have started to incorporate virtual showings into their regular business plans, giving them a competitive edge over agents who aren't willing to expand their toolkits.

Already, live video technology has matured to the point where an "in-person-like" showing experience is only a few taps away on a mobile app, with buyers able to participate from their own living rooms. It's a promising time for the industry and if you follow the above steps, we're sure your clients will agree: that's as close as you can get to a traditional showing.

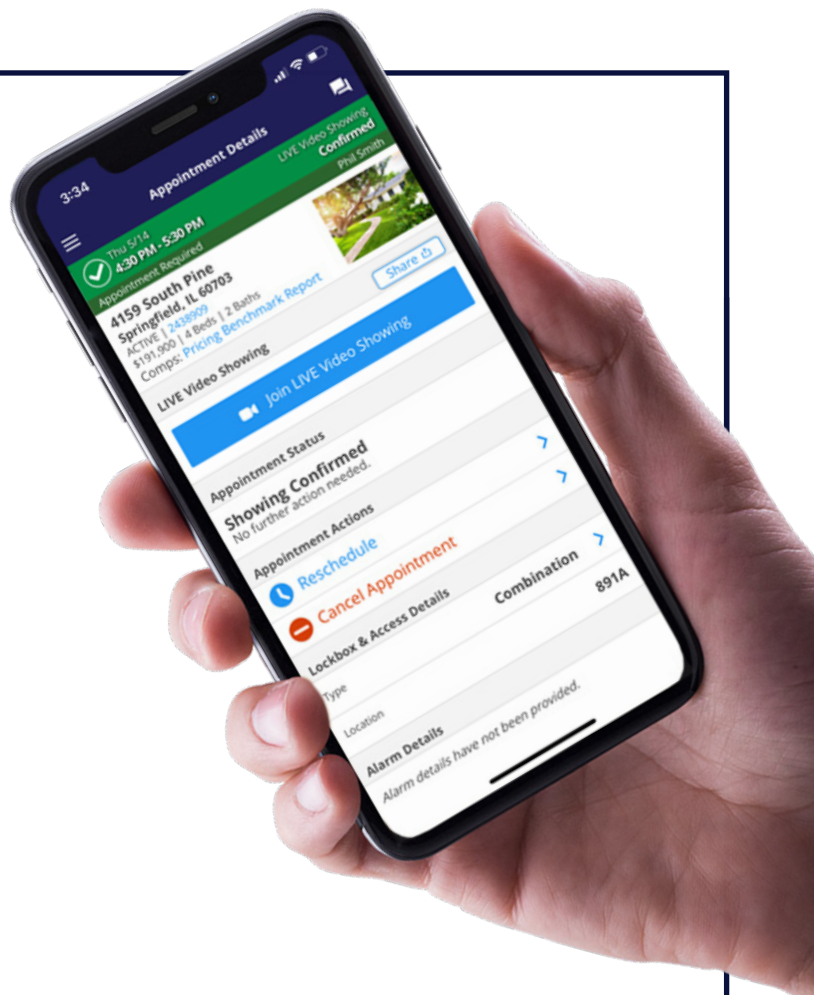
SHOWINGTIME LIVE VIDEO The Next Best Thing to Being There

Did you know that ShowingTime introduced a virtual showing product that's integrated into the ShowingTime experience already familiar to hundreds of thousands of agents throughout North America?

ShowingTime LIVE Video equips agents and their clients to take part in live video showings without needing to download additional apps, providing an authentic showing experience.

ShowingTime LIVE Video Highlights:

- **One common platform** for all participants; no need to switch between video apps, conference call numbers, scheduling systems, etc.
- **Avoids attendee overlap.** Each showing has its own dedicated meeting link which all participants can use at the time of the appointment. No need to worry if someone is trying to join a LIVE video showing too early, or if a current showing is running longer than expected.



- **No change to an agent's scheduling routine.** How appointments are scheduled and how feedback is provided remains the same.
- **Agents maintain control.** The buyer's agent will be set as the meeting host, giving them access to features such as disabling a participant's video feed, muting specific attendees and reclaiming the presenter role.

"Having the tools to set up and host video showings from one common platform makes sense. Our members already use ShowingTime to schedule appointments, so it's another step forward to equip them with ShowingTime LIVE Video"

Richard Renton, Chief Executive Officer, Triad MLS

For more details on ShowingTime LIVE Video, visit www.showingtime.com/live

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