



Virtual Open House Checklist

- Download the latest version of the HAR.com mobile app from the Apple App Store or Google Play
- Watch the tutorial video to learn how to schedule a Virtual Open House and what to do
- Schedule the Virtual Open House in the HAR platform
- Promote the Virtual Open House using the promotional tools within the platform
- Do a practice run to test your equipment and signal
- Make sure your electronic device is fully charged
- Use a stabilizer such as an Osmo 3 or Smove to minimize shakiness in the video
- If you are able to have a second person shoot the video for you (in a socially distanced way), it greatly improves the experience
- Arrive early enough to allow time to unlock the front door, turn on all of the lights and test any features you might want to highlight
- A minimum of an LTE connection is required (consider a MiFi if you think there may not be a strong enough signal), but WiFi is preferred
- Hold your phone upright in portrait to work best with the platform
- Be Sure Your Phone is set to Do Not Disturb prior to streaming.
- Start the streaming one minute before the scheduled start time to ensure the streaming begins
- Even if no one is watching live, remember that it is being recorded, and many more people will likely see it later
- Begin by introducing yourself and talking about the location, price, features and amenities
- Start the tour from outside the home to show the exterior and then proceed just as you would if someone was there physically; Speak to the phone the same way you would to someone standing in front of you
- Walk slowly without moving your phone too quickly to minimize pixilation of the video stream
- Answer consumer questions verbally as the questions appear on the display if it does not interfere with the effectiveness of the Virtual Open House. If you'd prefer to answer them at the end of the tour, you may tell people that at the beginning of the streaming and again every few minutes, so they know you aren't ignoring them
- Finish by restating the location, price, features and amenities and giving your contact information.
- Turn off all of the lights you turned on and wipe down anything you touched with disinfectant wipes (Do not spray Lysol on metal door handles. It has unintentionally ruined some.)
- Lock the front door
- Respond to any email inquiries and share the recorded Virtual Open House on all of your social media platforms