Virtual Tours - Virtual Open Houses - Virtual Showings

Virtual Tours: Within Paragon, you can enter website addresses for three different virtual/video tours. All three fields are for *Recorded Video*. The fields labeled Virtual Tour and Video Tour can be used interchangeably; the MLS does not recognize a difference. Both of these tours should be unbranded, which means no agent/company branding or contact info should be included on the tour itself or the site on which the tour is hosted. The third field, Branded Virtual Tour, is provided for exports to public websites. This field is not on any reports within Paragon. Feel free to include agent/office branding within this tour.

<table>
<thead>
<tr>
<th>MLS Field</th>
<th>Can contain agent or company branding or contact info</th>
<th>Displays within the MLS</th>
<th>Sent to outside websites (Zillow, Realtor.com, Homesnap, etc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Tour</td>
<td>No</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Video Tour</td>
<td>No</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Branded Virtual Tour</td>
<td>YES</td>
<td>No</td>
<td>YES</td>
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</tbody>
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Virtual Open Houses: Within Paragon you can enter one website address for a virtual open house. A virtual open house is a *Live Video Stream* of an actual open house. This live video should feature a tour of the home, allow dialog between the agent and the buyer, and allow the buyer to request to see what specifically interests them. As is the case with a live open house, office/agent branding is allowed.

Note: The Virtual Open House field is new within Paragon. New fields often take months to appear on public websites. Because of this delay, the MLS is temporarily allowing links to live virtual open houses within the MLS public remarks. While it is the policy of many public sites (including Zillow and Realtor.com) to remove links that appear in public remarks, we have secured an exception for virtual open houses. Public websites expect to receive virtual TOURS within MLS designated virtual tour fields. Our exception for virtual OPEN HOUSES may be in jeopardy if virtual tours are entered in the public remarks. Please do not enter virtual tours in the MLS public remarks. Zillow will accommodate virtual open houses only if the following format is used at the end of the public remarks. The link will not appear, but a “Join Now” link will display during the time entered. #virtualopenhouse https://EnterActualURL 03/31/2020 11:00 AM-2:00 PM

Virtual Private Showings: These are a *Live Video Stream* or *Recorded Video* for viewing by a specific buyer. The agent uses video to walk a buyer through a property, as they would during an in-person showing, answering questions, opening doors, etc. Links to virtual private showings can be sent directly to the buyer or shared with the showing agent via ShowingTime.

Resource from ShowingTime on setting up Virtual Showings

*Recorded Video: A video is recorded and uploaded to a host, such as Vimeo, a website, YouTube, etc. and can be shared as a URL (weblink).

*Live Video Stream: Video that is broadcast live to a specific party or group via platforms such as Facebook Live, Zoom, Google Meet, FaceTime, etc.

Some Important Video Tips: There are a few simple things you can do to make sure your videos are effective. Here is a short list and a link to a video that can help you make the most of your video options:

- Clean the lens on your device before filming
- Open blinds and window coverings to let in light. Lack of light can reduce your video quality a great deal.
- Move slowly and deliberately. Actual body movements are amplified on video, so move slowly.
- Open and film things your buyers would normally open, such as pantries, closets, storage, etc.
- Speak as if you were having a conversation with the buyer next to you, with extra emphasis on speaking clearly.

Links to Popular Streaming Services:
Facebook Live
Zoom
Google Hangouts/Meet
Skype

Links for Recorded Video Hosting:
Vimeo
YouTube

NOTE: It is NOT necessary to have a cache of expensive equipment to do effective video filming/recording. In most cases, a good cell phone or tablet will do the trick. If you are looking for resources on building such a cache of equipment, check out YouTube for Gimbals, mobile mics, lighting, etc. It is important to remember that a good plan and proper movement will always prevail over equipment, when it comes to quality.