

VIEWING PROPERTIES VIRTUALLY DURING COVID-19



TERMS...



Virtual Tour:

- Pre-recorded media (slide show, video, or other media) hosted online and available to watch at any time.
- “Branded” vs. “UnBranded” is determined by whether the listing broker or the listing firm is identifiable in the tour’s URL, pictures, video, etc.



Virtual Open House (Broker/Public/Office):

Real-time (live) scheduled event conducted virtually via live stream (or similar delivery).

*Distinctions:

- **Public:** Open invitation to any number of prospects.
- **Broker:** Open invitation to all Brokers/Agents.
- **Office:** Open invitation only for Brokers/Agents within the same firm or office.



Virtual Showing:

Real-time (live) scheduled property showing conducted virtually via live stream (or similar delivery) for a customer or client.

*Distinction:

For an identified customer or client. Not an open invitation for others to attend (*private showing*).