

Tips for Success: Virtually Managing Buyers

When it's not possible to take potential buyers to tour a home or community in person, your smartphone has almost everything you need to give them an experience as good as being there.



TOOLS YOU'LL NEED



A smartphone



**At least one video calling app
— ask what your clients prefer**
e.g. FaceTime, WhatsApp, Skype, etc.



The Zillow 3D Home app

A

Appointment

- Show enthusiasm for offering a virtual appointment or tour — some buyers are hesitant to ask because they're concerned it's inconvenient for you.
- Set expectations for the appointment.
- Validate your virtual tour expertise with previous buyers' experience.
- Follow up to confirm the appointment through text or email.

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Location

Offering video call tours can actually give you more options, as it's easy to add on additional pre-recorded videos of the community, or other features and amenities that may be of interest.

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Motivation

By phone or live video call, working with a remote buyer offers an opportunity to ask deeper questions about motivation.

* To use the Zillow 3D Home app, you'll need an iPhone 6 or newer.

VIRTUAL TOUR LOGISTICS

There's more than one way to give buyers virtual tours. **Some options include:**

- A video call in which you talk to the buyer in real-time and can answer questions on the spot.
- A pre-recorded video tour, to be followed by a live call for further discussion and questions.
- A 3D Home tour. Share the tour link with your buyer, then follow up by phone, video chat, text or email.

Preparation:

- Familiarize yourself with the layout of the house.
- Turn on all the lights.
- Open all the doors.
- Plot your route starting from the street, then the front door, first floor, second floor and through to the backyard.
- Don't overlook easily forgotten spots like the garage, closets and the Community.

Tips for video and live video call tours:

- Join broker Micah Harper as he demonstrates **how to create a recorded video tour** to share with clients.
- If you're pre-recording a tour to send, put your phone in airplane mode so that your video isn't ruined by an incoming call or message.
- Show up like you would for a face-to-face showing. Be professional, but authentic.
- Narrate everything you see, with callouts for specific things you know are important to the buyer.
- Don't just hold the phone at eye level. Remember to pan up and down to give a full view of the home, ceiling fixtures and treatments, flooring and finishes.
- At the end of the virtual tour, set your next appointment.
- Continue to text or email to keep the potential buyer engaged.
- Ask for feedback about how the tour went.

3D Home tours:

In a Zillow 3D Home tour, a buyer is able to click through images from room to room as though they were walking through the home themselves. For specific best practices for creating a great 3D Home tour, visit www.zillow.com/marketing/3d-home-guide/

