

Please consult your broker’s current policy on “Open Houses” before scheduling. When in-person open house is not an option, and your property owner would like to offer an open house using an interactive video platform like Zoom, FaceTime, Google Hangouts, GoToMeeting, join.me, or other similar tools, there is an option to assist with this in Matrix called a Virtual Open House. **Note – some national portals will only provide a link to virtual open houses that offer two-way communication such as Zoom. YouTube and other non-interactive platforms should not be used for a virtual open house & or virtual showing. They may be entered in the virtual tour fields.**

In a Virtual Open House, either the agent or the seller(s) are doing the actual showing. During the “NY State on PAUSE” mandate, agents and buyers should not physically attend the open house to help prevent the spread of the COVID-19 virus. Also, if the Listing Agent is doing the Virtual Open House, then the owner should leave the property for the duration of the event. Note – if this is a pre-recorded showing, then that is more of a virtual tour and we have several fields for that in Matrix too.

A **Virtual Open House** is a way to still pick a date and a time for the open house, and then provide a link to a live streamed event that allows attendees to tune in and interact live from their personal devices. This interactive experience allows the owner and/or Listing Agent to answer questions from the buyers and/or their agent.

This is not in person at the property; all participants, except for the person conducting the open house, are attending remotely.

Pro Tip: Want to get more out of your Virtual Open House? Record the session so that people can view the event long after its over!

Virtual Open House – Pick a date/time and available to a group of virtual attendees

In Matrix, you may add an open house as “Virtual” in the **Open House Type** pick list.

When “**Virtual Public**” is selected in the **Open House Type** pick list, then the **Virtual Open House URL** field will also be required. Please add additional details as you normally would and then enter the URL where the Virtual Open House will be streamed under Virtual Open House URL field.

The screenshot shows a form with the following fields:

- Open House Type:** A dropdown menu with "Virtual Public" selected. A red arrow points to this field.
- Date:** A text field containing "04/05/2020".
- Start Time:** A text field containing "2:00" with AM/PM radio buttons. The PM button is selected.
- End Time:** A text field containing "3:00".
- Refreshments:** A section with two checkboxes: "No" (checked) and "Yes" (unchecked).
- Active Y/N:** A dropdown menu with "Yes" selected.
- Description:** A text area containing the text: "Please add additional details here as you normally would. It may make sense to mention that this a virtual open house." Below the text is a "Characters Remaining: 879" indicator.
- Virtual Open House URL:** A text field containing "www.grar.org". A red arrow points to this field.

Note – Your Virtual Open House will appear in client portals as **Virtual Public:** when listings are sent via email/auto-email but the Virtual Open House URL will not appear (likely the same for other online portals where public open houses appear). To eliminate confusion, you may enter the following in the first line of Public Remarks exactly as follows: **“Until the NY executive order is lifted, a virtual open house is available. Please do not go to the property.”** Please use this language to help clarify that the open house is virtual. Every website will display open houses slightly differently and some may not disclose that the open house is virtual. After your open house is over, please remove this statement from Public Remarks.