Virtual Showing Option via Matrix/ShowingTime

When in-person showings are not an option, and you or your property owner would like to offer remote showings using a video conferencing solution like FaceTime, Zoom, GoToMeeting, join.me, Facebook and Instagram Live or other similar tools, there are options to assist with this using Matrix and Showing Time.

In a Virtual Showing, either the agent or the seller(s) are doing the actual showing. During the "NY State on PAUSE" mandate, buyers should not physically attend showings to help prevent the spread of the COVID-19 virus. Also, if the agent is doing the virtual showing, then the owner should leave the property for the duration of the event.

A **Virtual Showing** is a way for the Listing Agent sets up times that individual virtual showings are possible and provides a link to a live streamed event that allows agents and potential buyers to tune in by appointment and interact live from their personal devices. This interactive experience allows the owner and/or the Listing Agent to answer questions from the buyers and/or their agent.

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 Showing** requires an appointment, a request for feedback, tracking and reporting, and can be used with your ShowingTime account. Again, this is not in person at the property; all participants, except for the person conducting the showing, are attending remotely.

Virtual Showings in Matrix - Two steps:

Step 1: In Matrix, Edit the Listing

- In the **Showing Appt # Field**, enter **SHOWINGTIME** instead of a phone number
- In the **Showing/Appt Description** field, select **Appointment Service**.
- In the **Showing Instructions** field, select **Virtual Showing**.

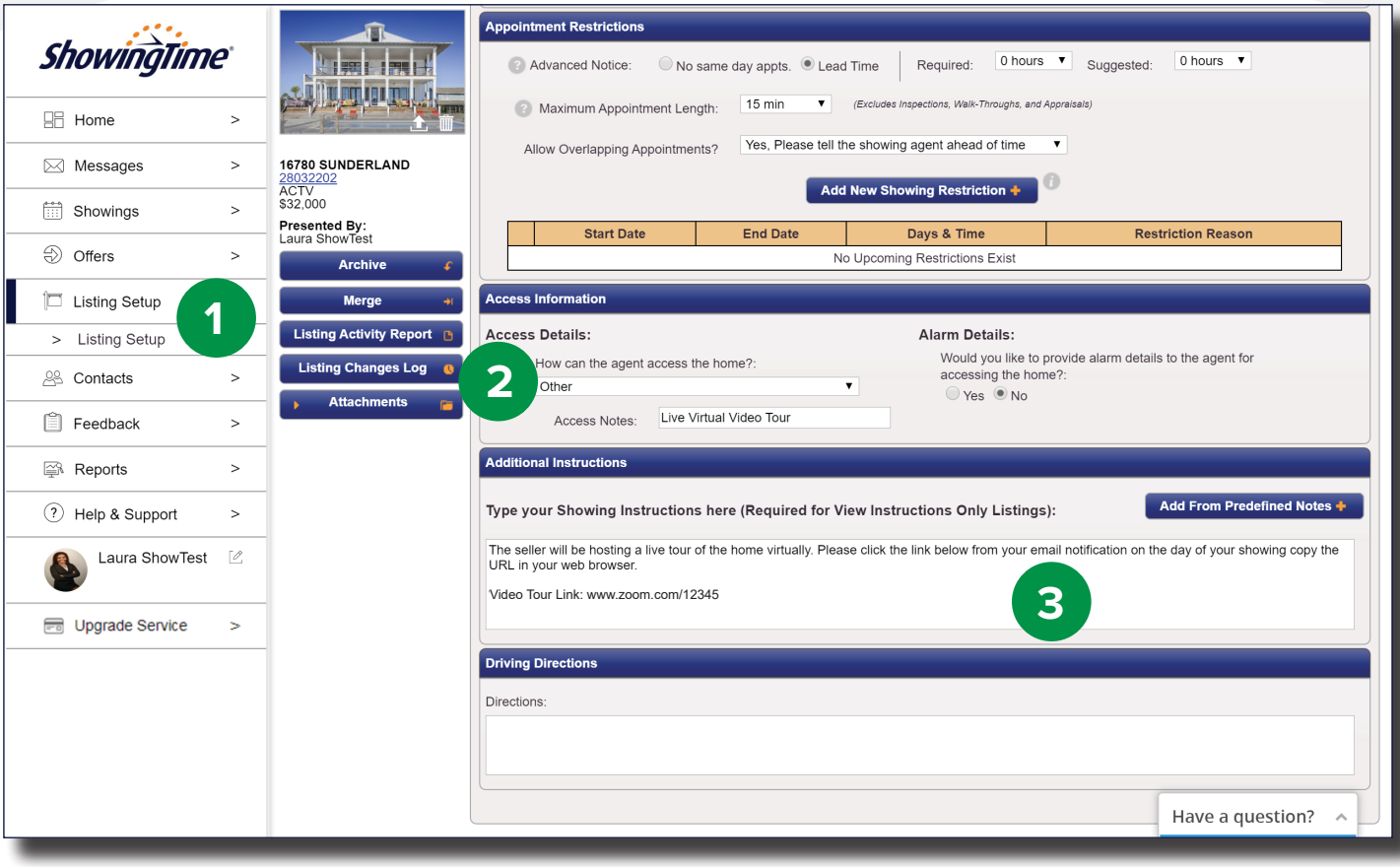
To eliminate confusion, you may put the following in the first line of Public Remarks exactly as follows:
"**Until NY executive order is lifted, virtual showings may be scheduled.**"

Step 2: In ShowingTime, Edit the Showing Instructions for the Listing

(see next 2 pages for detailed instructions from ShowingTime)

Setting Up Video Showings

When in-person showings are off the table, we encourage you to offer video showings using a video conferencing solution like FaceTime, Zoom, GoToMeeting, join.me or other similar tools. This type of showing requires an appointment, a request for feedback, tracking and reporting, and can be used with your ShowingTime account.

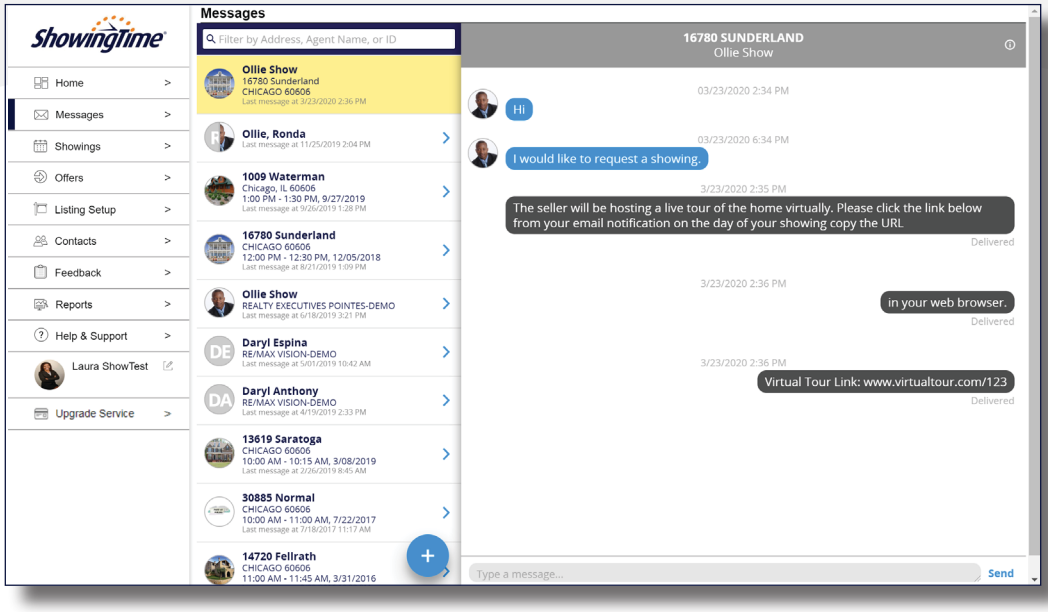
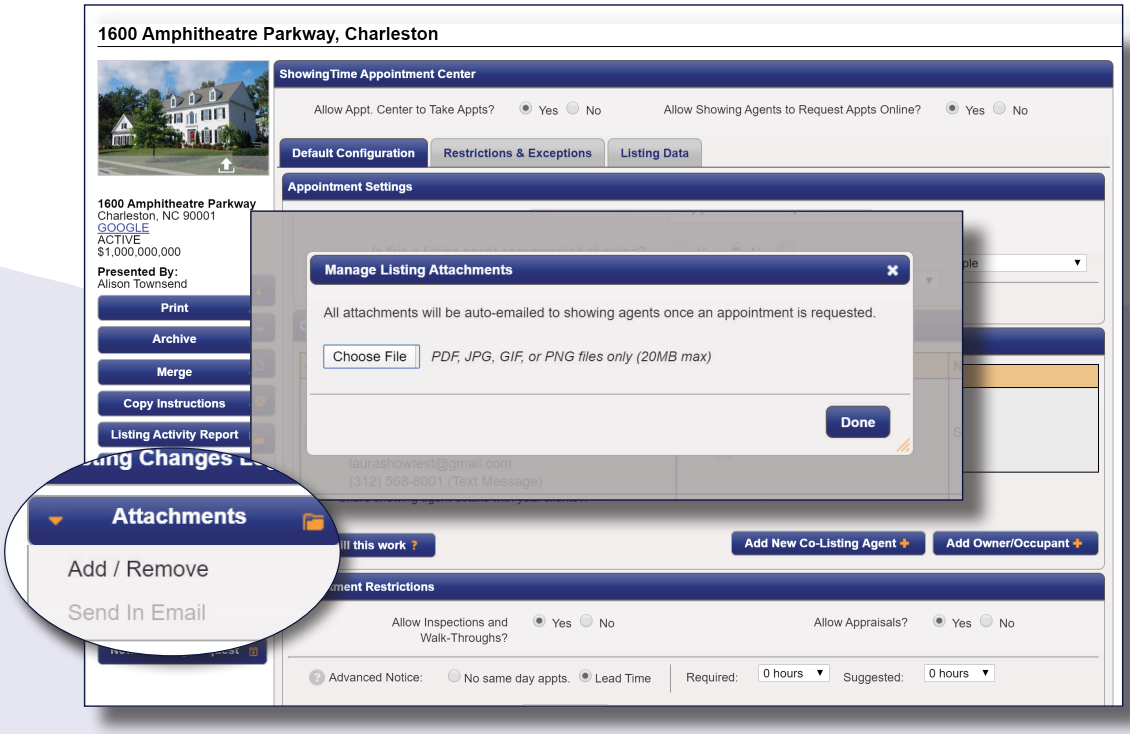


How to Set Up a Video Showing

1. In the ShowingTime main menu, select “Listing Setup” and then choose the listing you want to edit with the video tour information.
2. On the listing worksheet, under “Access Information,” select “Other” from the drop-down menu for how the agent can access the home. Then, specify it’s a video showing in the “Access Notes” field.
3. In the “Additional Instructions” field, add the showing details and link to the video service that will be used so the showing agent can access the link in their mobile web browser on the day of the showing. If the showing agent is set up to receive email notifications, the link will also be accessible from within the showing confirmation email.

Setting Up Video Showings

Messaging - Another way to easily communicate video showing details is through the messaging features in ShowingTime. You can track all conversations and showing data in the same platform.



Listing Attachments - If you have a document you want to share with agents that further explains how to access your video tour, you can attach them to a listing and they will be sent automatically when a showing is requested.