

## Virtual Open Houses Now Compatible with Matrix

Real estate is a relationship business. Agents have long relied on social events like open houses and showings to generate leads and meet new clients. But as we adapt to new norms driven by COVID-19, the traditional means of doing business is facing disruption.

MLS and Brokers across the country are suspending open houses. The risks from bringing together so many people in one place are too great. Even where allowed, many sellers are wary of having strangers in and out of their homes. One way that buyers can adapt is by leveraging Virtual Open Houses - now available as an input option in Matrix.

### Setting Up a Virtual Open House in Matrix

When adding your Open House in Matrix, select **Virtual Public** from the **Open House Type** dropdown. Add additional details as you normally would and enter the URL where the Virtual Open House will be streamed under **Virtual Open House URL**.

**Add Open House**

**Open House Type** (dropdown menu):  
- ? [ ]  
- ? MLS Wide  
- ? Public  
- ? **Virtual Public** (highlighted)  
- ? Virtual Broker Only

**Date** (calendar icon) [ ]

**Start Time** [ ] AM [ ] PM [ ]

**Open House Refreshments** (checkboxes):  
- ?  No  
- ?  Yes

**End Time** [ ] AM [ ] PM [ ]

**Description** [ ] [Delete](#)

Characters Remaining: 500

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**Virtual Open House URL** [ ] [More](#)

After setting up your Virtual Open House in Matrix, your Virtual Open House URL will be displayed with your listing so interested home buyers can make plans to attend ahead of time.

### Understand Your Tools

Unlike **virtual tours**, which display interactive media to buyers when exploring a property, a **virtual open house** is a live streamed event that allows attendees to tune in and interact live from their personal devices. This interactive experience allows you to answer questions and personalize the Open House experience for your buyers.

Virtual Open Houses can be held on the platform of your choice, from teleconferencing platforms like Zoom to popular social networks like Facebook and Instagram Live.

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