

Tips for Success: Managing Virtual Tours

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

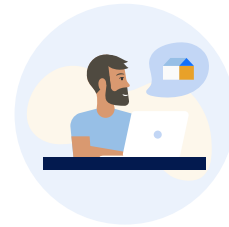
TOOLS YOU'LL NEED



A smartphone



The Zillow 3D Home™ app



At least one video calling app — ask what your prospects prefer

e.g. FaceTime, WhatsApp, Skype, etc.

APPOINTMENT SETTING

Offering video tours can actually give you more of an opportunity to ask deeper questions about the renter's needs and allow you to efficiently focus on areas of their interest within the community and unit.

- Show enthusiasm for offering a virtual appointment or tour.
- Set expectations for the appointment.
- Validate your tour expertise from previous experience.
- Follow up to confirm the appointment through text or email.

VIRTUAL TOUR LOGISTICS

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

- **Zillow 3D Home tour:** Add 3D tours to your Zillow listing or share the tour link with your renter, then follow up by phone, video chat, text or email.
- A video call in which you talk to the renter 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.

Preparation:

- Turn on all the lights.
- Open all the doors.
- Plot your route beforehand: select your starting point, plan your path through the unit and be aware of which amenity spaces will be the most accessible.
- Don't overlook easily forgotten features like the closets, kitchen appliances and parking.

3D Home tours:

Zillow 3D Home tours enable you to capture and send a tour for free, in a matter of minutes! Renters are 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 <http://www.zillow.com/marketing/3d-home-guide/>.

Tips for video and live video call tours:

- 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.
- Before a live tour, check your internet connection in the areas you'll be in.
- 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 renter.
- Don't just hold the phone at eye level. Remember to pan up and down to give a full view of the unit ceiling fixtures and flooring.
- Try to keep the video as steady as you can, with slower movements so that the renter has time to absorb what they see.
- At the end, ask for feedback about how the virtual tour went.
- Continue to text or email to keep the potential renter engaged.

