



# Hosting Virtual Open Houses Without Leaving Your Home

Innovation During Change

**Hosted by:** Melissa Kwan, VP Spacio at HomeSpotter

**With Special Guest:** Keith Robinson, CSO at Nexthome

**Why** do we do open houses?



What **information** do open house visitors (buyers) **really want**?



What should a **virtual  
open house** look like?

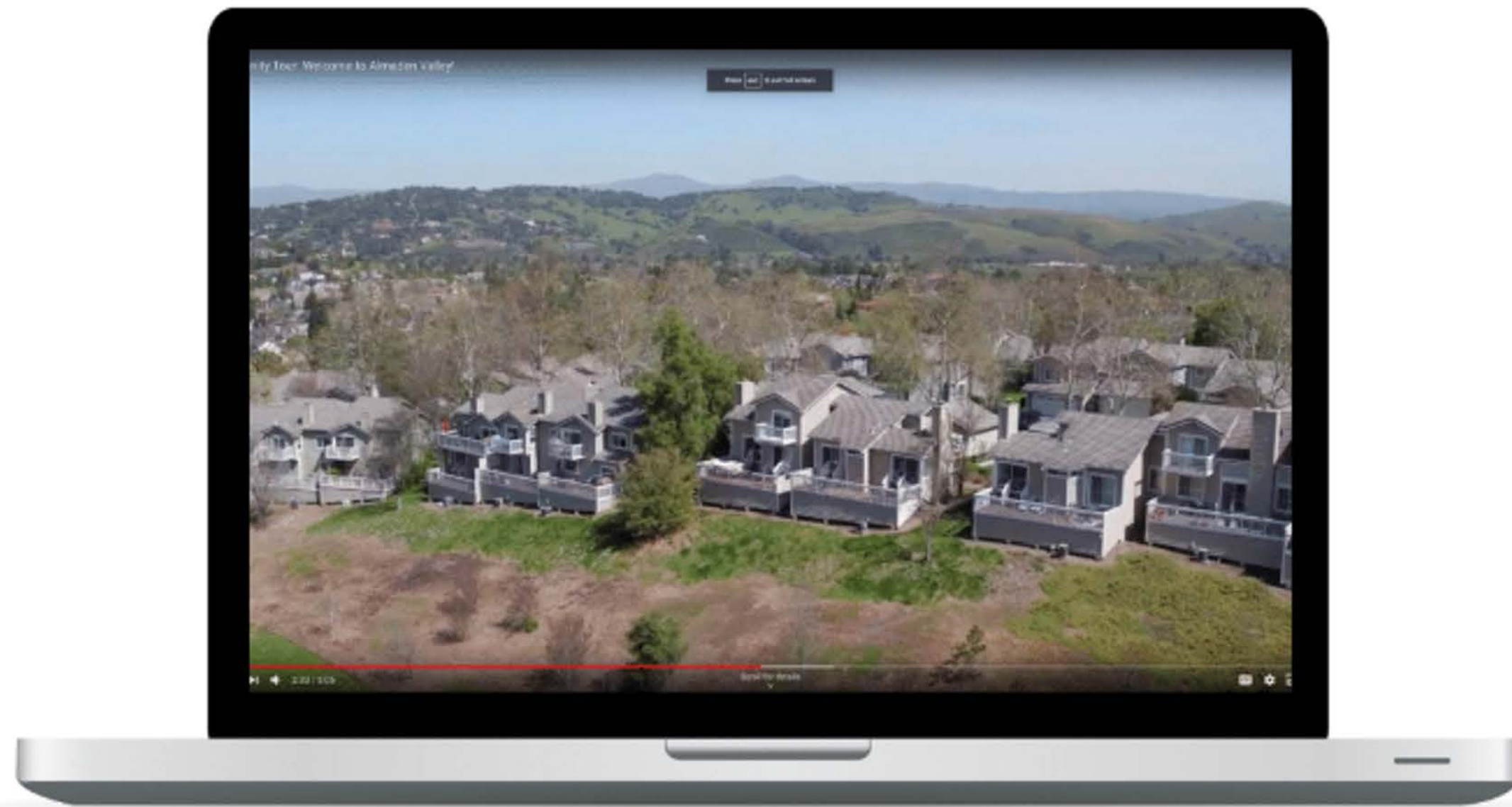


- 1 Market Update** - Record a video or create a presentation with the stats
- 2 Community Profile #1** - Your open house  
Create a video, slideshow, or presentation with the stats
- 3 Property Profile #1** - Your open house  
Create a video or virtual tour to share the highlights of the home
- 4 Community Profile #2** - For comparison
- 5 Property Profile #2** - For comparison
- 6 Repeat as needed** - Based on buyer needs and inventory



# Community Profile Example

## Almaden Valley Community



- ✓ Suburban community, located in southwest San Jose, home to 40,000 residents
- ✓ Larger single-family homes, built between 1970-1990, **\$1.4 mil** average sales price

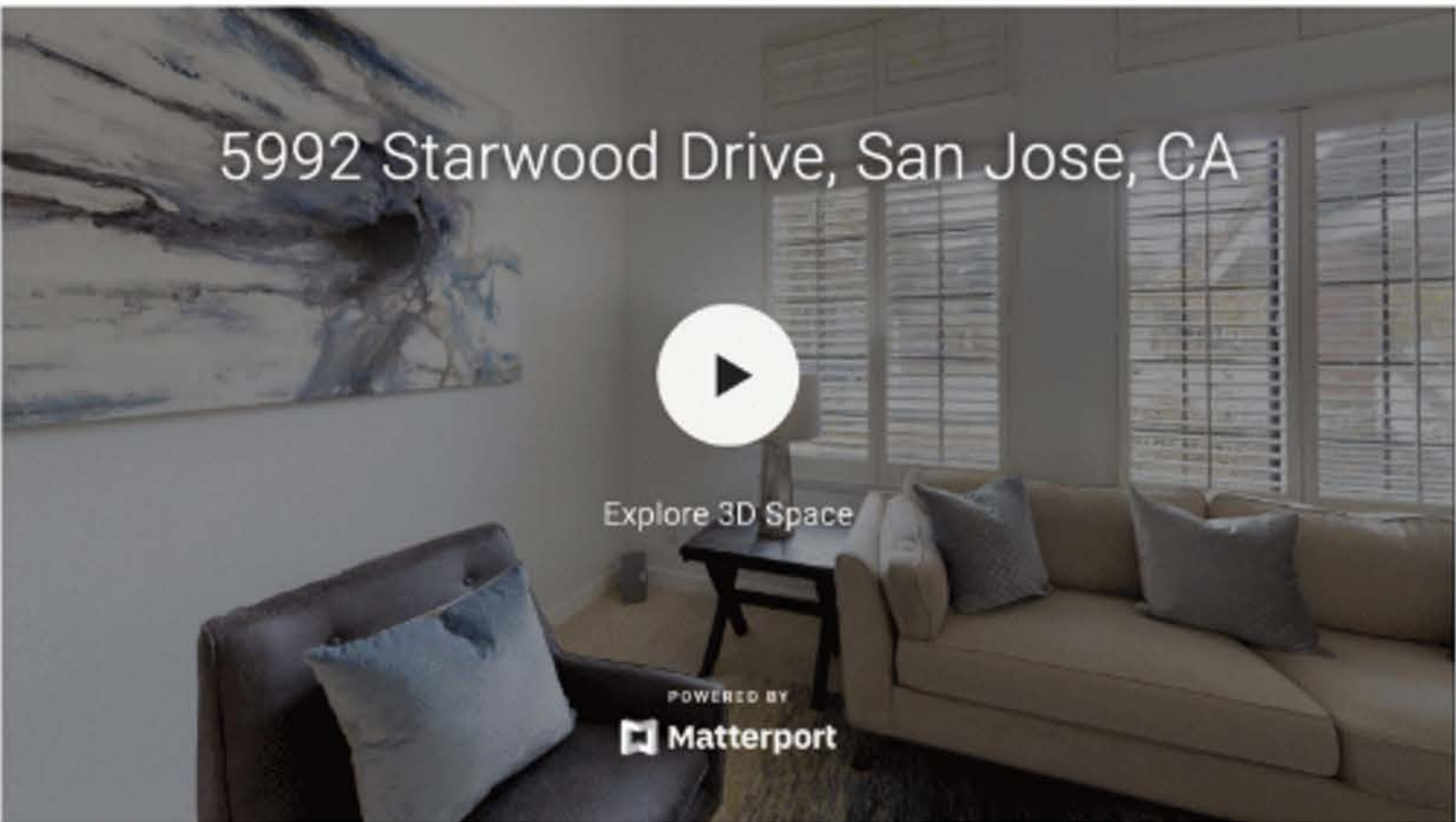


# Property Profile Example

VIDEO TOUR



VIRTUAL TOUR









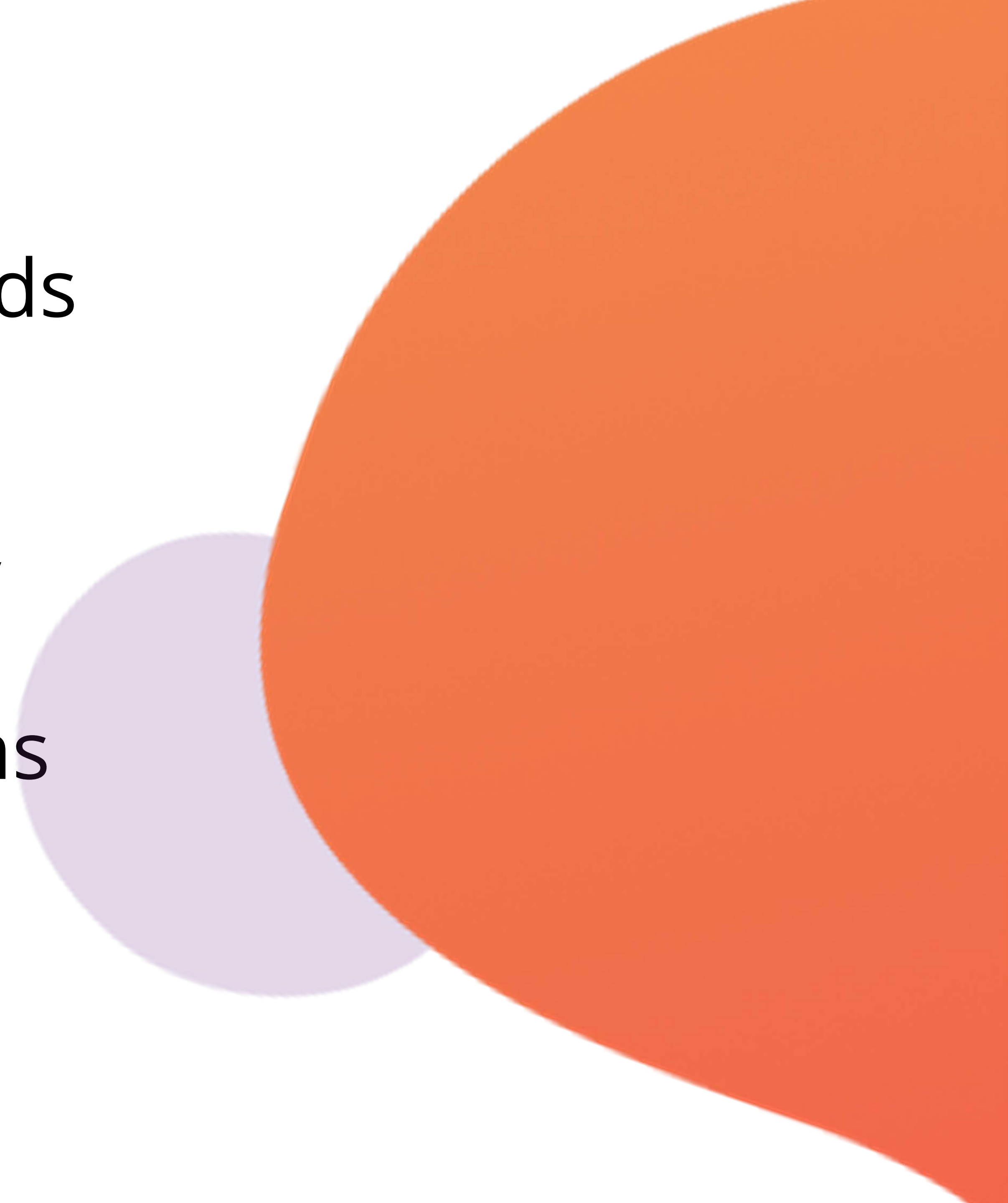
Make sure you capture  
information of interested  
parties

Follow up, follow  
up, follow up!!!



1. Use Spacio to capture leads  
at a virtual open house

1. Distribute virtual tours by  
requiring sign-ins with  
Spacio's lead capture forms





# Presentation best practices



# Questions?

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