



## FIRST STEP

Obtain written consent from the Seller (email is fine).

## SETTING UP AN EVENT IN FACEBOOK

- Start in your Facebook Business page
- Click on the Event button to create a new event
  - Name: Listing Address
  - Location: Your Facebook Business page
  - Upload a photo of your listing
  - Description: Enter in your listing's description
  - Category: Select other
  - Frequency: Set the date and keep event time between 15 and 30 minutes
- Publish Event

## ADDING YOUR VIRTUAL EVENT TO YOUR LISTINGS

- Go to your Listing tab in TMGConnect
- Select the MLS # for your future Open House Event
- Enter in Open house details
- Select **this is a virtual open house** option
- Enter in your business Facebook page URL ex. <https://www.facebook.com/MasielloBelfast/>
- Select Schedule
- Your Facebook Live details will now be displayed on your listing detail page

## ADVERTISE

- Send an E-blast to your sphere in the TMGConnect
- Post on all of your social media platforms.
- Run a Facebook ad.
- Have the Homeowner and their friends and family post the open house announcement.

## AT THE HOME

- Do a practice run using the video feature of your phone.
- Pick out some unique features of the home inside and out that you can repeatedly feature. Choose 10-15 places/features and have them camera-ready.
- Pick a starting point and have it completely clutter free and staged!

## HOW TO START A FACEBOOK LIVE

From your Facebook application on your phone

- Create a new post and select **Go Live**
- Confirm that your audience is set to Public
- Start live video



## ADDITIONAL TIPS

- Introduce yourself. You will want to do this multiple times during your live as people come and go from the video.
- Ask the viewers to follow you. Have them private message you their contact information so you can send them more information on the property.
- Start your tour. Open cupboards and show off that really cool pantry.
- Amazing deck with fire pit and killer views? Show those features!!!
- Engage the viewer. Ask them questions? What would they like to see in the home?
- Educate the viewer about the home
- Know your facts and be able to talk about them.
- KEEP GOING! Important to stay on for 15-30 mins. You need people to have time to remember to tune in and tell others to as well.

## AFTER THE LIVE

- POST POST POST!
- Make sure you go back to all the places you advertised the live and post the recording.
- Answer any questions you were asked on the live that you need to get back to the person with.
- Send out any information you promised such as home information and Buyer or Seller packets.

## TECH TIPS

- If possible use a camera stabilizer. This will make a huge impact on the quality of the live. Here's one package that some of our agents have used and had success with - <https://amzn.to/2QmMEPx>
- Be on wifi for better connection.
- Have a fully charged phone.
- Have notes on the features of the home and the features that you are highlighting.
- Have fun!!!!

**Questions?  
Email them to  
[marketing@masiello.com](mailto:marketing@masiello.com)**

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