



Zoom Made Simple For Realtors Series *Hosting a Simple Zoom Open House*

PART 1: SETTING UP YOUR ZOOM OPEN HOUSE

1. Create Your Zoom Meeting

Using Zoom:

1. Click **Schedule Meeting**
 2. Title it:
👉 *“Virtual Open House – [Property Address]”*
 3. Add date & time
 4. Turn OFF waiting room (optional for simplicity)
 5. Turn ON:
 - Registration (IMPORTANT for lead capture)
 - Automatic recording
 6. Copy your **meeting link**
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2. Set Up Registration (Your Lead Capture Machine 💡)

When you enable registration:

- Add required fields:
 - Name
 - Email
 - Phone number (custom question)
- Optional:
 - “Are you currently working with an agent?”
 - “When are you looking to move?”

👉 This turns Zoom into a built-in CRM starter list.

3. Promote Your Open House

Share your Zoom link on:

- Social media (Facebook, Instagram, LinkedIn)
- MLS listing
- Email blasts
- Text your database

Use simple messaging:

“Join me LIVE for a virtual tour of this beautiful home!”

PART 2: RUNNING THE ZOOM OPEN HOUSE

4. Prepare Before Going Live

- Clean, well-lit property
- Strong Wi-Fi connection
- Use your phone or laptop camera
- Test audio + video
- Have talking points ready:
 - Price
 - Features
 - Neighborhood highlights
 - Financing options

5. Start Like a Pro (First 2 Minutes Matter!)


When attendees join:

1. Greet them by name
2. Ask them where they're joining from
3. Set expectations:

“I'll walk you through the home, then answer questions at the end.”

6. Give the Virtual Tour

- Move slowly and steadily
- Narrate like a story:
 - “This is the heart of the home...”
- Highlight:
 - Upgrades
 - Unique features
 - Lifestyle benefits


 Pro Tip: Pause in each room and ask:

“Can you see yourself here?”

7. Engage Your Audience

Use Zoom tools:

- Chat: “Type YES if you love this kitchen”
- Reactions (thumbs up, etc.)

 Engagement = higher conversion

PART 3: TURNING ATTENDEES INTO LEADS

8. Call-to-Action (DO NOT SKIP)

At the end, clearly say:

“If you’d like a private showing or a list of similar homes, drop your email in the chat or reply to my follow-up.”

Also offer:

- Buyer consultation
- Home valuation
- Off-market opportunities

9. Capture Additional Leads in Chat

Ask attendees to type:

- Email
- Questions
- Interest level

👉 Save the chat after the meeting!

10. Record the Session

Zoom will record automatically.

Use it to:

- Send replay to no-shows
- Post on social media
- Add to your marketing library

PART 4: FOLLOW-UP = WHERE THE MONEY IS



11. Follow Up Within 24 Hours

Send an email:

- Thank them for attending
 - Include:
 - Property details
 - Recording link
 - CTA (book a call, schedule showing)
-

12. Categorize Your Leads

Sort into:

-  Hot (ready now)
-  Warm (3–6 months)

- ❄ Cold (just browsing)
-

13. Add to Your CRM

- Bold Trail (kvCORE) can utilize the OPEN HOUSE APP also

Set reminders for follow-ups.

PART 5: SUCCESS FORMULA (WHAT MAKES THIS WORK)

✔ Keep It Simple

Don't overcomplicate tech—focus on connection.

✔ Be Consistent

Do 1 Zoom Open House per week.

✔ Be Yourself

People work with agents they LIKE.

✔ Always Have a CTA (Call to Action)

No CTA = no leads.

✔ Follow Up Fast

Speed = conversions.

BONUS SCRIPT

(SUPER SIMPLE CLOSE)

“Thanks for joining today! If you’re even THINKING about buying or selling, I’d love to help. I’ll follow up with you, or feel free to message me directly.”