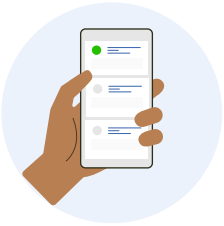
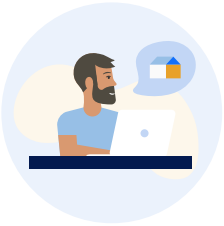
Tips for Managing Virtual Tours

When it's not possible to take potential renters to tour your rental 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



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

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



The Zillow 3D Home® app — download it here

ZILLOW 3D HOME TOURS

3D Home tours enable you to capture and send a tour for free, in a matter of minutes with an iPhone 7 or later — you can also add it to your listing through Zillow Rental Manager. 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 www.zillow.com/marketing/3d-home-guide/

MEETING RENTERS VIRTUALLY

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 neighborhood and rental.

- Show enthusiasm for offering a virtual appointment or tour.
- Set expectations for the appointment.
- Follow up to confirm the appointment through text or email.

VIRTUAL TOUR LOGISTICS

There's more than one way to give renters virtual tours:

- A **3D Home tour**. Share the tour link with potential renters, then follow up by phone, video chat, text or email.
- A **video call**. Talk to the renter in real-time and answer questions on the spot.
- A **pre-recorded video tour**. Follow up with a live call for further discussion and questions.

Preparation

- Turn on all lights and open all doors.
- Plot your route beforehand: Select your starting point, plan your path through the space.
- Don't overlook easily forgotten features like the closets, kitchen appliances and parking.

Tips for video and live 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 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, email or message within the Zillow Rental Manager to keep renters engaged.

