

Please consult your broker's current policy on "Showings" and "Open Houses" before scheduling.

### What are the differences between Virtual Tours, Virtual Open Houses, In-Person Open Houses and Virtual Showings?

#### • Virtual Tour

- Pre-recorded media (slide show, video, or other media) hosted on a URL and available on demand.
- Virtual Tour Types in our system (showing the icon to go with each that you will see in Matrix):

- **Aerial Drone Video:** This field is to be used for your unbranded Aerial Drone video for MLS and IDX per MLS rules. This will show in Matrix and on Matrix Client Portal in a separate icon. Unbranded means no office or listing agent photo, logo or related text is allowed- and absolutely no contact info.



- **Virtual Tour:** This field is to be used for your unbranded virtual tour for MLS and IDX per MLS rules. This will show in Matrix and on Matrix Client Portal in a separate icon. This will be sent in data feed for IDX websites to appear in other broker feeds. Unbranded means no office or listing agent photo, logo or related text is allowed- and absolutely no contact info.



- **Virtual Tour 3D:** This field is to be used for your unbranded 3D virtual tour for MLS and IDX per MLS rules. This will show in Matrix and on Matrix Client Portal in a separate icon. Unbranded means no office or listing agent photo, logo or related text is allowed- and absolutely no contact info.



- **Virtual Tour- Branded:** This field is available to web site developers or ListHub so that brokers and salespeople are able to have their branding on virtual tours on their own website or sites they wish to send their listings to via ListHub. **It will not show on any reports in the MLS or MLS public website.**

#### • Virtual Open House (Public)

- Real-time (live) scheduled event conducted virtually via live stream (or similar delivery).
- Virtual Open House Types in our system:
  - **Virtual Public:** Real-time (live) scheduled event conducted virtually via live stream (or similar delivery). Open invitation to any number of prospects.
- How to use this field in Matrix:
  - Select this option when setting up your Open House (see our Virtual Open House Tech Tip on this)
  - In Public Remarks, you may enter the following phrase  
**" A virtual open house is available. Please do not go to the property."**

#### • In-Person Open House (Broker/Public/Office)

- Real-time (live) scheduled event conducted in person.
- In-Person Open House Types in our system:
  - **Public:** Attendees attend in person. Open invitation to any number of prospects.
  - **Broker (MLS Wide):** Attendees attend in person. Open invitation to all Brokers/Agents.
  - **Office (Office Only):** Attendees attend in person. Open invitation only for Brokers/Agents within same firm.

#### • Virtual Showing

- Real-time (live) scheduled property showing conducted virtually via live stream (or similar delivery) for an identified customer or client.
- Not an open invitation for others to attend (private showing).
- A Virtual Showing requires an appointment, a request for feedback, tracking and reporting, and can be used with your ShowingTime account.
- How to use this feature in Matrix:
  - Select this option via the Showing Instructions field (see our Virtual Showing Tech Tip on this)