

Virtual and 3D Tours



CE hours: 3

Course #: 40476



Houston Association
of REALTORS®

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Virtual Open House Tour



**Houston Association
of REALTORS®**

Main Office: 3693 Southwest Fwy., Houston, TX 77027 | 713-629-1900 | www.har.com

Course Description & Overview

Virtual open houses and tours are a great supplement to traditional open houses; the objective of the Virtual Open House course is to provide REALTOR members of the Houston Association of REALTORS a class and opportunity to explore the new world of virtual open houses using the HAR.com app on their smartphone device. Virtual open houses offer a safe way for home buyers to virtually participate in a home search and it will help REALTORS reach a broader audience.

Before starting a Virtual Open House:

Technical

- LTE connection is required or strong Wi-Fi connectivity
- Please be sure to use an iPhone or Android device.
- Make sure your electronic device is fully charged.
- Only Portrait mode is supported.
- Be Sure Your Phone is set to Do Not Disturb prior to streaming.

Suggested Accessories

- Movo LV1 Lavalier Lapel Clip on Microphone
(https://www.amazon.com/gp/product/B00HX40Q3C/ref=crt_ewc_img_huc_1?ie=UTF8&psc=1&smid=AJJXN514E694T) -- or --
- SabineTek SmartMike+ Wireless Lavalier Microphone
(https://www.amazon.com/gp/product/B082HW6MZB/ref=ox_sc_act_image_1?smid=ANT5POF23VS1&psc=1)
- DJI Osmo Mobile 3 Combo - 3-Axis Smartphone Gimbal Handheld Stabilizer
(<https://www.youtube.com/watch?v=Rvk8jHa4I9k>) -- or --
- SMOVE MOBILE is a 3-axis telescopic stabilizer
(https://www.youtube.com/watch?time_continue=15&v=Dd9IESeEzM&feature=emb_logo)

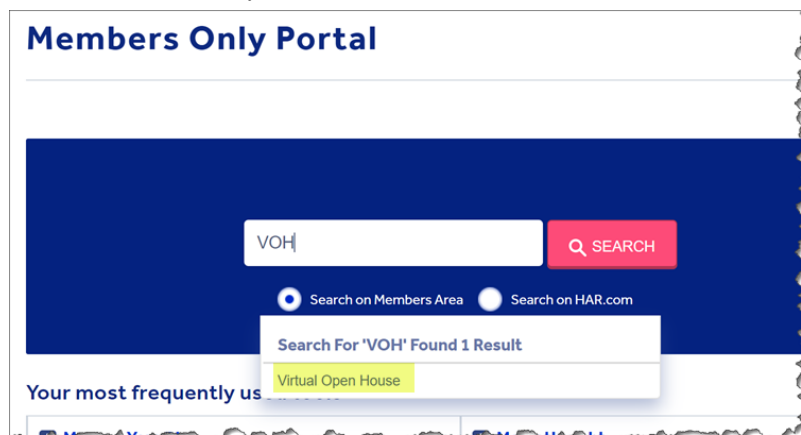
Guidelines

- Maximum of 30-Minutes per open house.
- Limit 2 Open Houses per property per day.
- Start the meeting one minute before.
- Start Tour from Outside the home.
- Ensure Open House door is open.
- Answer consumer questions verbally as the questions appear on the display if it does not interfere with the effectiveness of the Virtual Open House. It is designed to answer questions at the end of your tour.

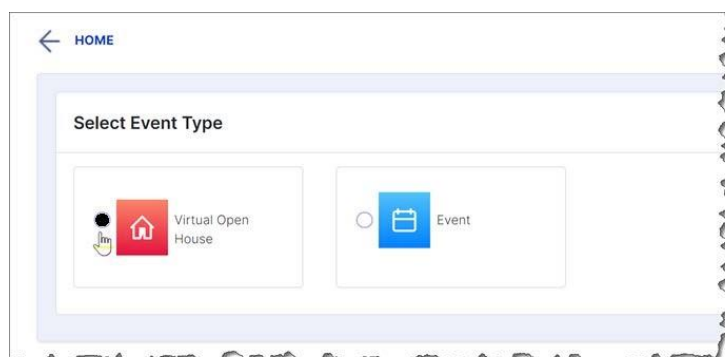
Section 1 – Adding a Virtual Open House

From your desktop:

1. Go to HAR Members Only Area <https://www.har.com/login>
2. Search for "VOH" keyword



3. Click on button Create Event
4. Select Virtual Open House



5. Enter the:
 - a. Property address
 - b. Short Description will be filled with Listing Description from the MLS
 - c. Event Date (Date of Open House)
 - d. Start Time, the end time will automatically be entered for 30 minutes.
 - e. Save

Select Event Type

☒ Virtual Open House ☐ Event

Search Property *

Enter address

Short Description

Short description

Event Date * **Start Time *** **End Time ***

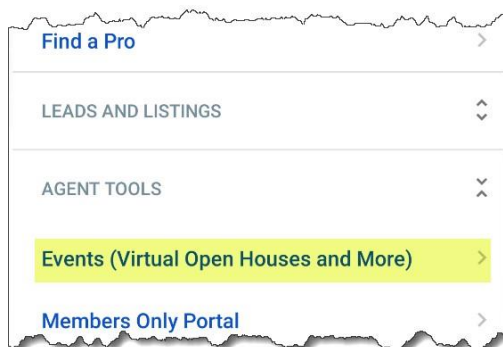
Event Date Time Select Start Time Select End Time

There is a limit of two 30 minute virtual open houses per listing per day.

Save Cancel

From your smartphone device:

1. Login to HAR App as MLS Subscribers
2. On Home screen go to Agents Tools > Events (Virtual Open House)



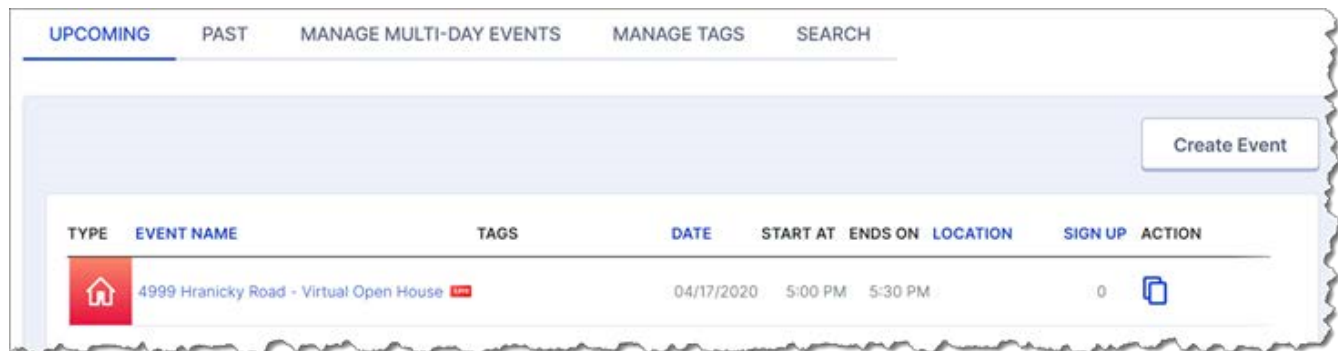
3. On your smartphone, follow Steps 3, 4 & 5 under **Adding Virtual Open House from Your Desktop** (listed above)




Section 2 – Promoting Open House

Promoting Open House Event:

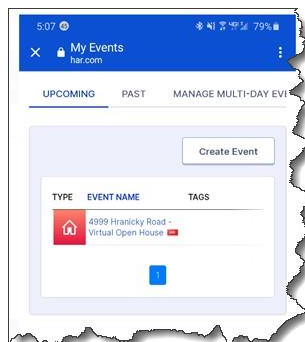
Once the Virtual Open House has been created; you'll want to promote the open house. You will see the Virtual Open House by searching VOH within the Members Only Portal on the:



DESKTOP



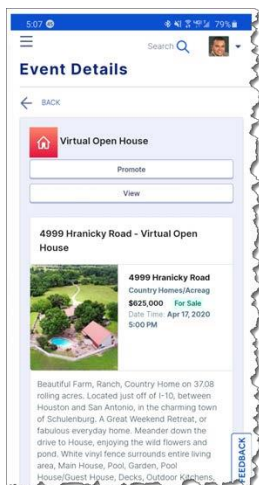
TYPE	EVENT NAME	TAGS	DATE	START AT	ENDS ON	LOCATION	SIGN UP	ACTION
	4999 Hranicky Road - Virtual Open House		04/17/2020	5:00 PM	5:30 PM		0	

SMARTPHONE

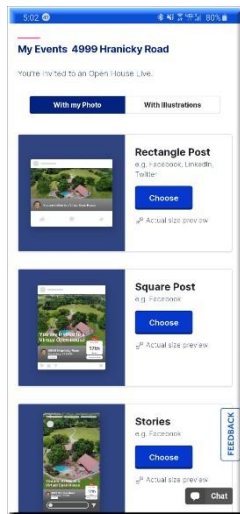


TYPE	EVENT NAME	TAGS
	4999 Hranicky Road - Virtual Open House	

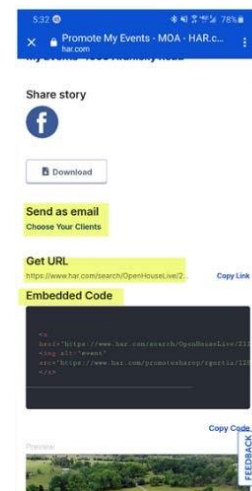
1. Click on the Virtual Open House created and view the Event Details:



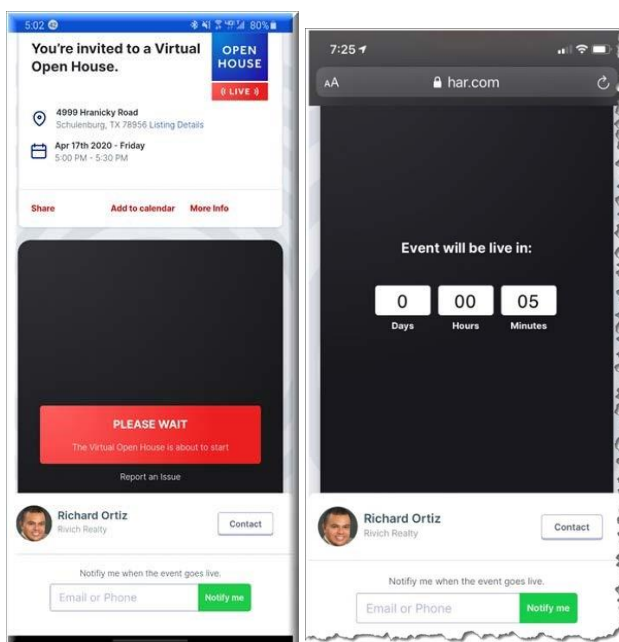
2. Choose Promote to create one of 3 layouts to promote.



3. You will then have the option of emailing, using a URL or HTML code for promoting the event.



4. Invited individuals will click on the link you sent for them to see the screen displaying Virtual Open House details and informing them with a countdown timer then LIVE as the session starts.



OPEN HOUSE
Property Website Print

Due to the current situation, the Days on HAR.com may not accurately reflect typical market conditions.

0 items
MY LIST

3 Bed(s)
4,497 Lot Sqft.

2 Full & 1 Half Bath(s)
Single-Family

2,130 Bldg Sqft.
64 Day(s) on HAR.com

UPCOMING OPEN HOUSE / VIRTUAL OPEN HOUSE LIVE

OPEN HOUSE
LIVE

Monday
Apr 20th 2020
10:45 AM - 11:15 AM
[See more info](#)

0 Days 00 Hours 05 Minutes
Notify me when the event goes live.
Email or Phone [NOTIFY ME](#)

NOTE: This is a virtual-only open house. You should not rely on the accuracy or completeness of its depictions. Sit back, relax, and tour your future home from the comfort of your current home.

Map showing the location of the property (marked with a red pin) and surrounding area. The map includes labels for streets like Tapscott Dr, Forest Heights Dr, and Silver Ash Ln, as well as landmarks like Bounce Bounce Trampoline Park and Tap Sushi.

Consumers can also find the Virtual Open

You're invited to a Virtual Open House.

OPEN HOUSE
LIVE

55 days at har.com
7718 Balsam Crossing Lane
Cypress, TX 77433
3 beds | 2 full baths | 2,130 sqft.

for sale
\$200,000
Reduced -2.95%

Notify me when the event goes live.
Email or Phone [Send](#)

NOTE: This is a virtual-only open house. You should not rely on the accuracy or completeness of its depictions. Sit back, relax, and tour your future home from the comfort of your current home.

[Nearby Open Houses](#)

Event will be live in:
Days Hours Minutes
0 00 03

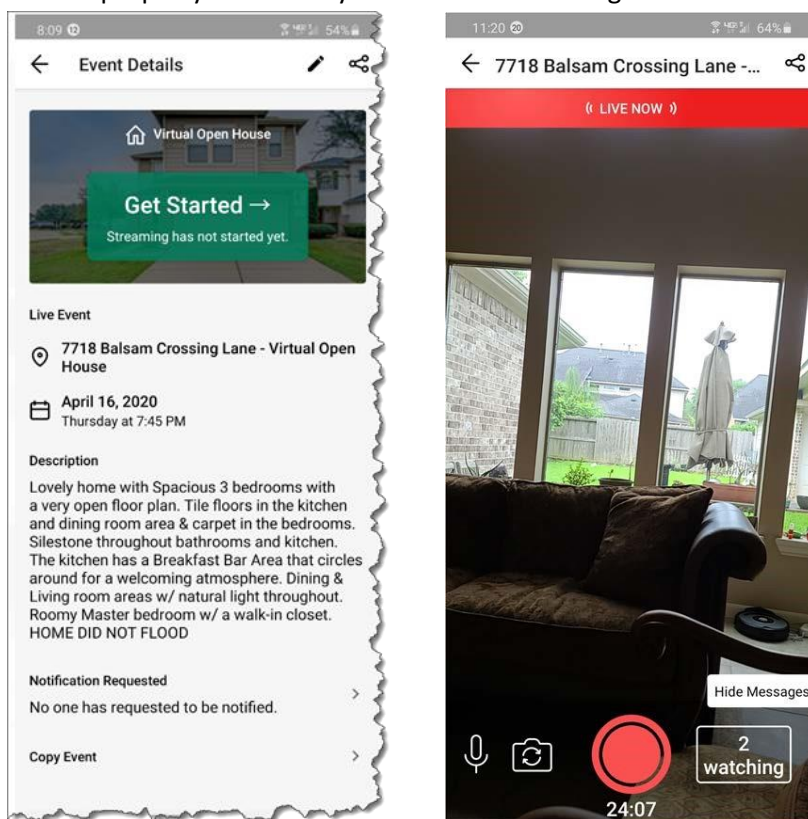
Apr, 2020
20th
Monday
10:45 A.M. - 11:15 A.M.
[Add to calendar](#) [Share](#)
[Report an Issue](#)

Description
Lovely home with Spacious 3 bedrooms with a very open floor plan. The floors are... [See More](#)

Once the consumer finds the Open House they are interested in, they click on the Open House Live image and the window above to the right displays, then streams the Open House when the agent starts streaming live.

Section 3 – Hosting the Virtual Open House

- Agents should start the event (by tapping Get Started), at the scheduled time, progressing smoothly around the property and audibly describe what is being shown.

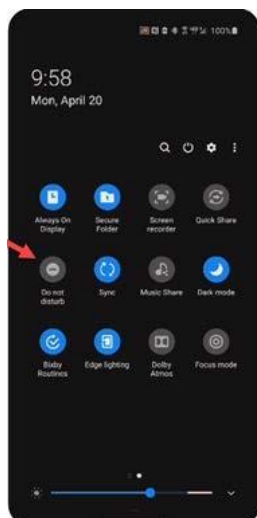


- As people are watching they can send questions which appear on the screen which agents can respond to, or agents can hide them if they wish, then at the end of the Virtual Open House they can be responded to.

Best Business Practices:

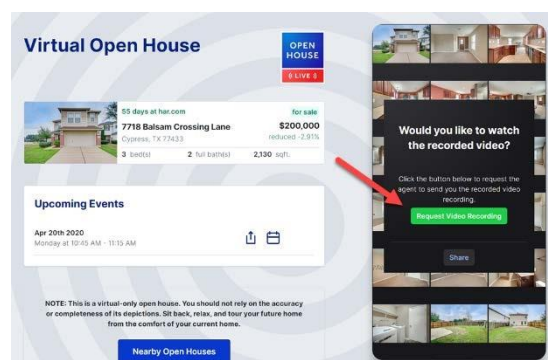
Following are the best practices observed when performing an open house

1. Make certain your phone is set to Do Not Disturb – if not your live video will be interrupted when a call, text, notification, etc is received. This is cause you to have to restart your streaming.



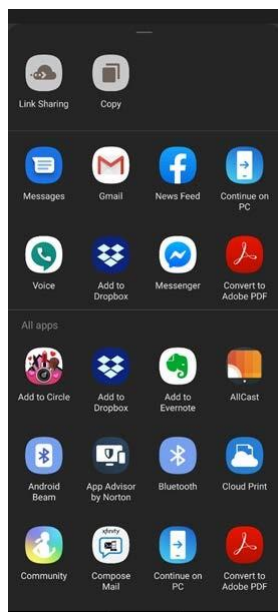
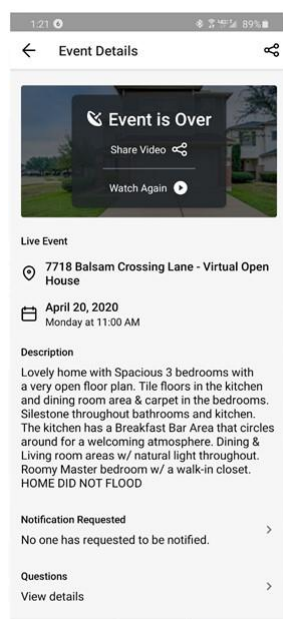
← ANDROID DO NOT DISTURBE IN SETTINGS

2. Be certain the home is prepared for the streaming by being staged appropriately for an open house (Clean, Plenty of Light, Clutter Free, etc). The camera tends to allow consumers to spot things in video that may be missed under normal viewing.
3. Be prepared and Start your event on Time! The Virtual Open House only lasts for 30 minutes and will allow you to start the session past the start time; however, your video time is diminished by the time elapsed from the scheduled start time.
4. You may want to consider a stabilization bar such as (DJI Osmo Mobile 3 Gimbal Combo - <https://www.youtube.com/watch?v=Rvk8jHa4I9k>) to minimize excessive camera movement.
5. Be certain you have come to a written agreement BEFORE hosting another listing agent's Virtual Open House regarding any unique arrangements decided regarding open house leads, cost/fee if any, feedback, etc. This is internal within your brokerage!
6. The Virtual Open House allows consumers to type questions during the Virtual Open House, which only the agent sees on the screen. This is an opportunity to answer the question during the live steaming. The agent can always answer questions after the event via calls, emails, etc.
7. Once a Virtual Open House has been steamed, consumers could request to view the recording by clicking on the request consumers as asked to complete lead capture details that are forwarded to the agent. The link will automatically be sent to the requestor.



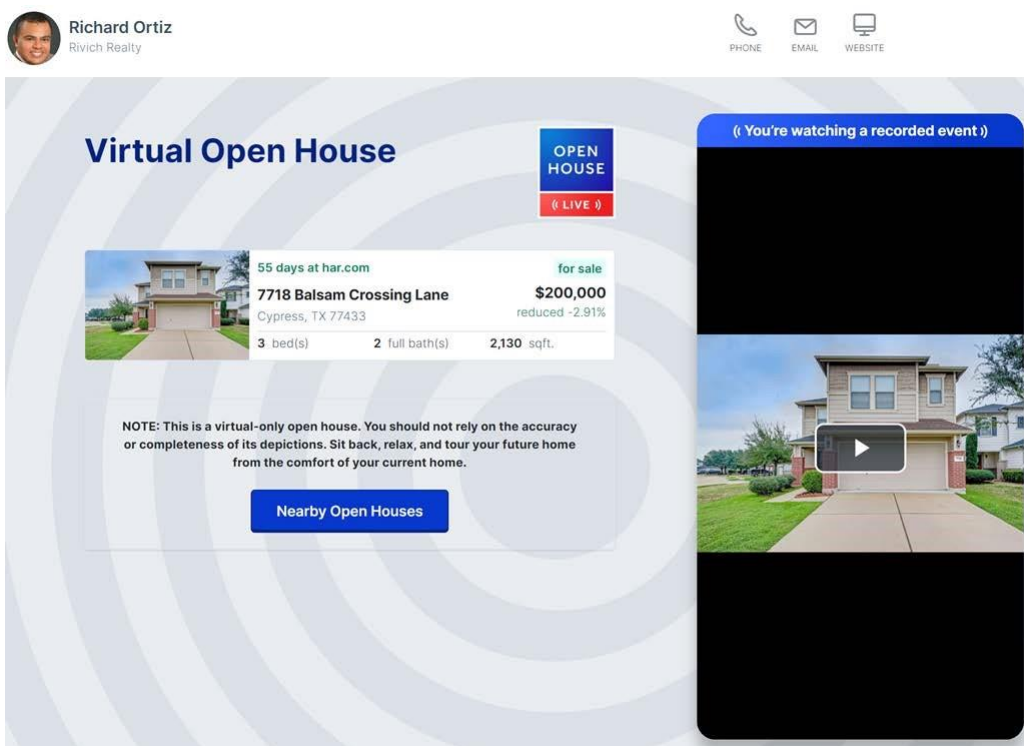
Sharing a Recorded Virtual Open House:

Agents can also choose to share the recorded Virtual Open House by:



1. Selecting Virtual Open House on the Home Screen of the HAR.com app, then selecting **Past** under My Events.
2. The image display Event is Over appears and selecting Share Video provides the agent with the option for sharing available on their phone, similar to the sample to the left.
3. At link is then sent which displays the Virtual Open House details with the video for review. Promoting the hosting agent's

details, as displayed below:



The resulting display also enables the consumer to Phone, Email or Visit the Website of the Hosting Agent who performed the Virtual Open House.

Virtual Open House Q & A's:

Question: Can the 3D Photos replace a Virtual Open House?

Answer: No, the intent of the Virtual Open House is to provide a live experience for those invited or scheduled themselves to attend. 3D photos are to provide a static tour of the home.

Question: Will the Virtual Open House be Logged in Our Stats?

Answer: Whoever is scheduled to host the Virtual Open House will have the ability to promote the open house and have it Automatically Posted to Social Media if they are a Platinum Agent and are utilizing Automatic Social Media Postings.

Question: Do I need to buy a 360 camera to do the Virtual Open House?

Answer: No, the Virtual Open House is done on your current mobile phone.

Question: Is there a way to have the app remind users to slow down if they move around too fast?

Answer: While there's no specific way to ask the agent to slow down, users can still send a message which will be viewable by the agent if the message display is not hidden by agent.

Question: Can we give the agent an option to allow questions during or after the tour?

Answer: While we don't prevent users from sending messages until the end, the agent can hide the messages and tell the viewers that he/she will address the questions at the end.

Question: Can contact info be required if you have a question?

Answer: Contact info is currently required in order to ask questions.

Question: Can we have questions automatically sent to the agent when the event ends?

Answer: Agents can view the questions at any time by going to the "Past" tab and viewing the specific Virtual Open House event. The agent can view Notifications Requested, Questions, Attendees and Video Requested.

3D Tours

Course Description & Overview

3D tour capabilities are provided to REALTOR® members of the Houston Association of REALTORS to promote an enhanced experience to consumers for viewing clients' listings. This enables agents to enhance their business to meet the needs of sellers to market the property more effectively by providing a 3-Dimensional experience for the consumer. Setting more realistic expectations by view the property from a 360-degree perspective.

Before starting a 3D Tour:

Technical

- Ricoh Theta V Camera or equivalent
- Smartphone with Theta App Installed and Configured
- Camera Tripod
- HAR Media App
- Optionally, Theta App Installed and Configured on Smartphone (no required in using the HAR Media App)

Suggested Accessories




- Selfie Stick/Tripod/Monopod-
https://www.amazon.com/gp/product/B07FF3NYKP/ref=ppx_yo_dt_b_asin_title_o07_s00?ie=UTF8&psc=1 -
 OR -
- Smatree Telescoping Selfie Stick with Tripod Stand
https://www.amazon.com/gp/product/B071KKGFW/ref=ox_sc_act_title_1?smid=A1BSRCWKIA94M3&psc=1

Guidelines

- Full review of Ricoh Theta V camera manual and setup at the following link:
<https://support.theta360.com/en/manual/v/>
- How to Use the Ricoh Theta V Camera for 360 Photos
<https://www.youtube.com/watch?v=OD4cZbSxXCU&feature=youtu.be>

Keep in mind, this could be considered as another level of disclosure and it is important to present a “True Image” of what consumers see. In addition, consumers will have the ability to rotate the image in a 360 perspective and the ability to zoom in to the view. Therefore, it is imperatively important to have the sellers secure any confidential information they do not want potentially viewed by consumers.

Getting Started

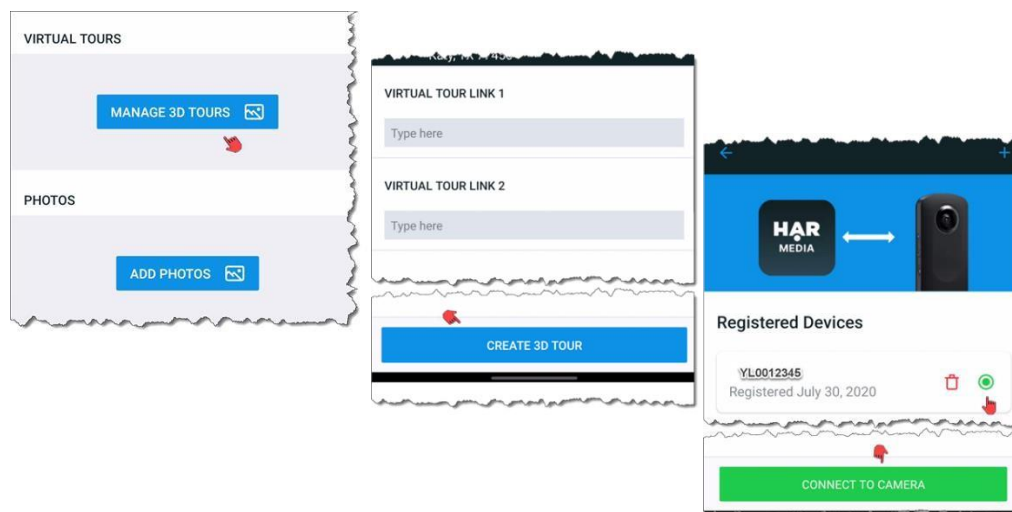
Download the HAR Media App  from   to Smartphone. Once installed the Ricoh Theta V camera needs to be registered to the App by selecting add new device and adding the serial number that appears on the bottom of your camera as shown in the following images:



Place your camera on a tripod and press the power button (upper most button on the side of the camera), be certain the camera with WiFi image is illuminated, if not you will need to press the second button on the camera as shown in the image on the left with the red hand.



As long as you have listings either active or incomplete, once you start the HAR Media App your listings will appear.

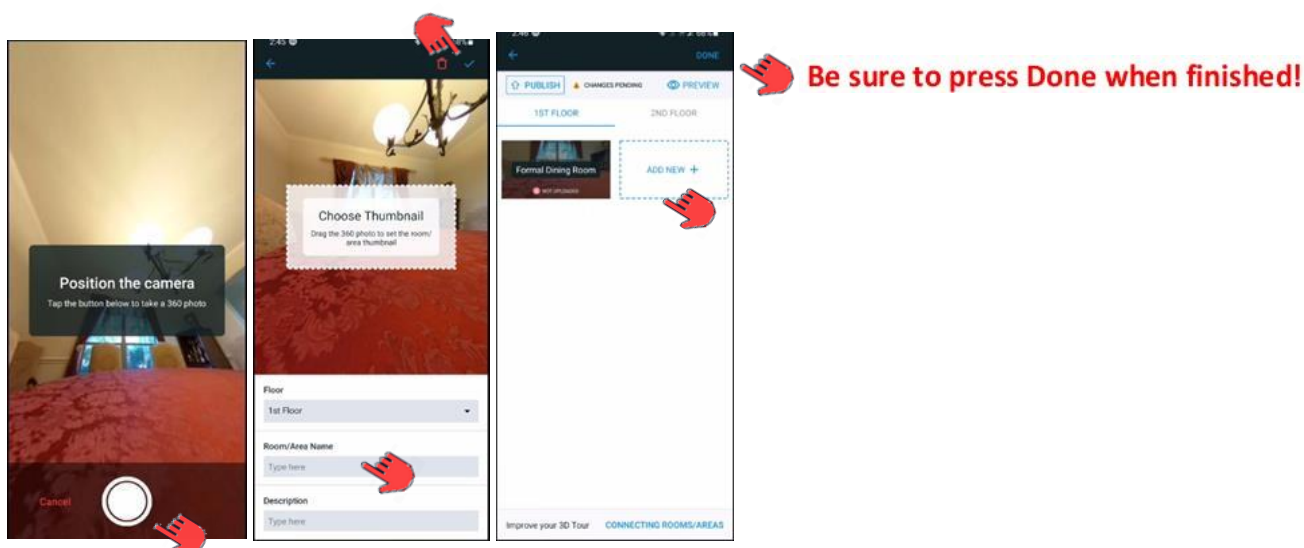


Select the listing you want, then select “Manage 3D Tours” then establish connection with your Theta V “Registered Device”. Clicking on “Connect to Camera” will give you confirmation to acknowledge the device you are connecting to and confirms your “Connection is Successful”.


Creating A 3D Tour

Upon Successful Connection

1. To capture a 3D image, press the Connection to Camera option.
2. A view from your Smartphones perspective will be displayed with the wording “Position the camera”. This enables you to place the camera at a preferred location in the room and then position yourself out of the camera’s view.



3. Press the circular photo capture button on your smartphone to capture the image. Once the image capture is “done”, click the blue checkmark at the top right side of the screen to allow you to select the thumbnail to represent the snapshot by repositioning the image with your finger, select the floor location of the image, type a name for the image, and type a description for the image, if desired.

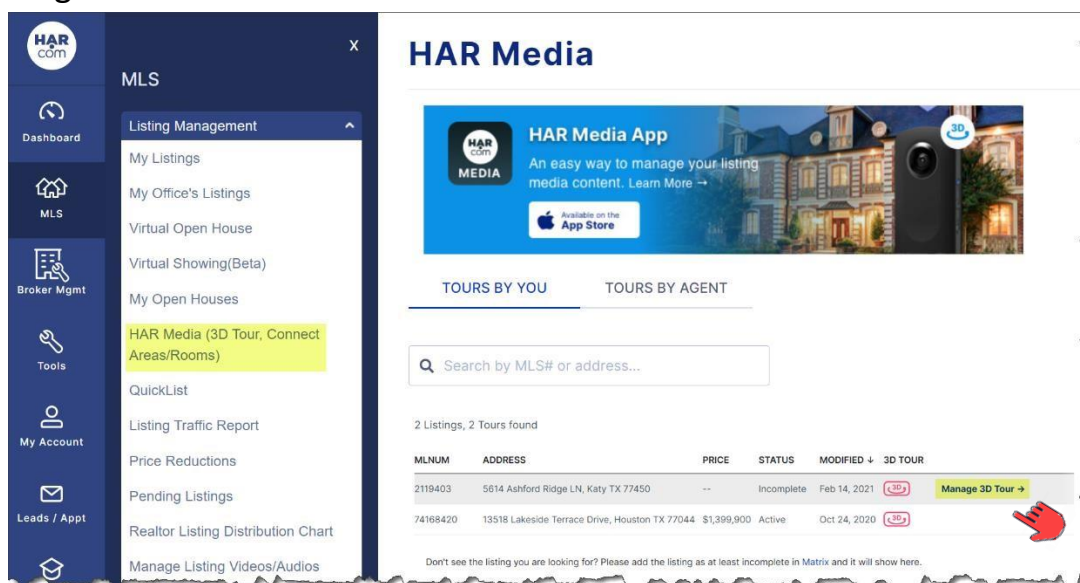
4. To add the next image, select the  (Add New +) option and repeat steps 1 – 3 above.
5. Once all images have been captured for all floors, BE SURE TO PRESS DONE at the upper right side of the screen, this saves the tour for editing. Selecting the “Connecting Rooms/Areas” option will display a message describing the following steps:

- a. Go to HAR Members Only Portal
- b. Search Keyword "3D" which will result with the follow options and select the 1st choice:

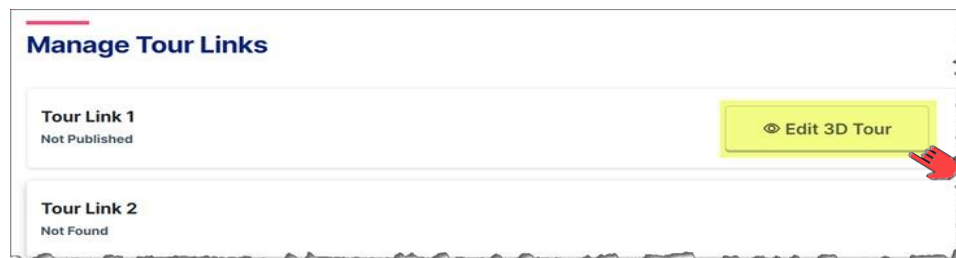


- OR -

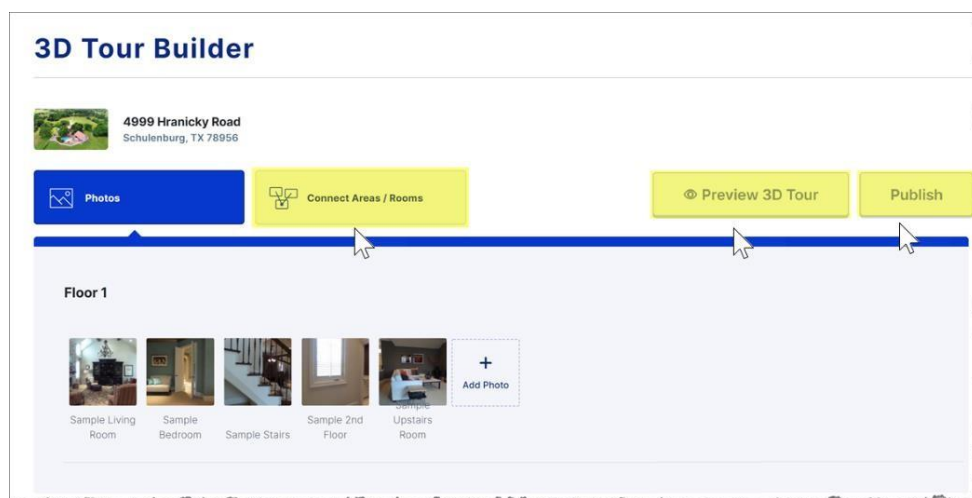
- c. You could navigate to the menu options “MLS”, “LISTING MANAGEMENT”, HAR MEDIA (3D Tour, Connect Areas/Rooms) as show in the following image:



- d. Select Manage 3D Tour, then Edit 3D Tour as shown below:

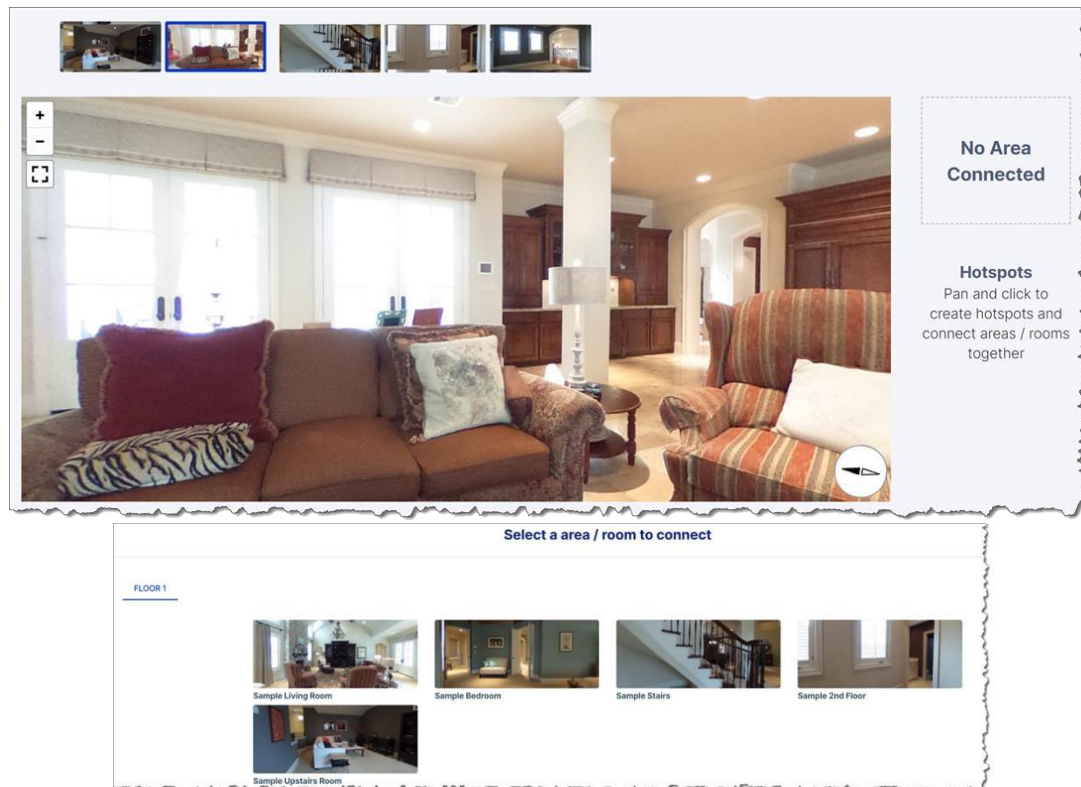


- e. Select Connect Areas/Rooms



Connect Areas/Rooms


- f. Click on Connect Areas/Rooms to display all loaded photos and to select a room to start connecting to another, Click on a room then the image is enlarged allow you to identify connection point (Hotspots) from one room to another. You basically click on an area you define as an entry/exit point and the options to “Select a area / room to connect” appears.







- g. Once the connecting photo has been selected, a number "1" will displayed showing the first path, then click on another pathway on the same photo, select the corresponding room for the second pathway and a number "2" will be displayed. Refer to following images.






FIRST PATHWAY


3D Tour Builder



4999 Hranicky Road
 Schulenburg, TX 78956


 Photos
  **Connect Areas / Rooms**
 Preview 3D Tour
  Publish

FLOOR 1









 1
 Sample Bedroom


 2
 Sample Stairs






SECOND PATHWAY


3D Tour Builder



4999 Hranicky Road
 Schulenburg, TX 78956


 Photos
  **Connect Areas / Rooms**
 Preview 3D Tour
  Publish

FLOOR 1



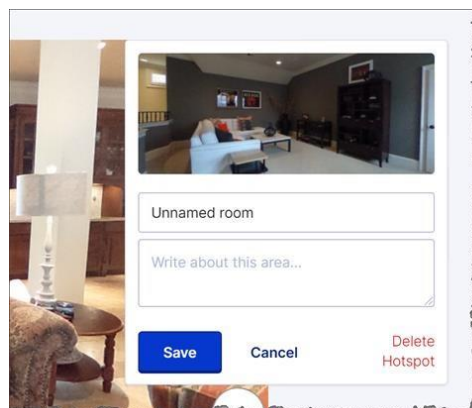

 1
 SAMPLE BEDROOM


 2
 Sample Stairs

- h. Repeat the process for each photo identifying the various entries and exits to the room, each room should have at least 1 pathway identified. The way you entered must be the way you exit unless there are multiple paths. Keep in mind you will need to rotate the 3D image by holding the left mouse button and dragging it on the photo to view the room in 360 degrees to identify the connection points.

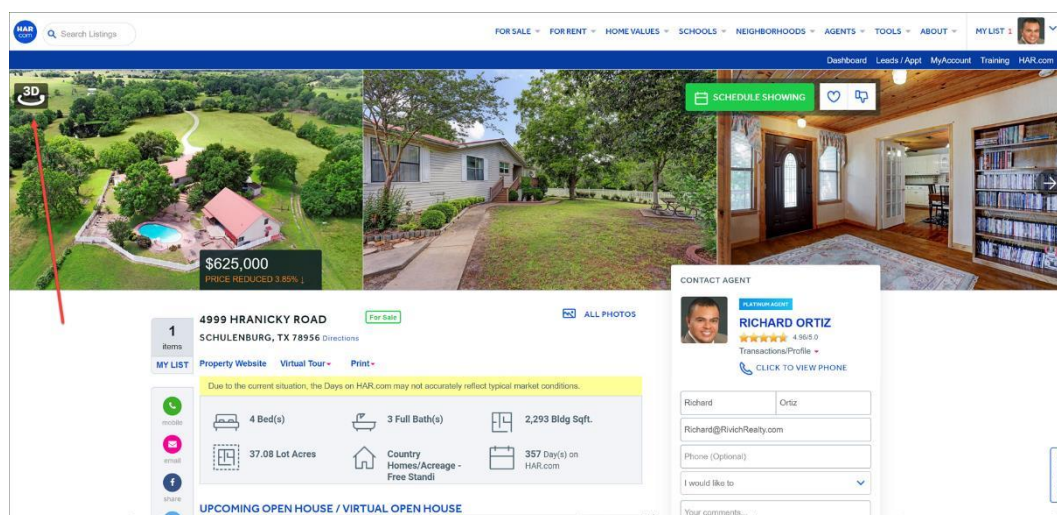
Preview 3D Tour

6. You'll want to Preview your 3D Tour to verify all HotSpots (room connections) have been identified and are leading to the desired rooms. If a connection is incorrect or verbiage on the photo is incorrect you simply click on the image of the connected photo you wish to change and an edit screen appears allowing changes and/or to delete the Hotspot and create a new one, as in the following image:
7. Once satisfied with the results, Select the PUBLISH option and your 3D Tour goes "Live"!



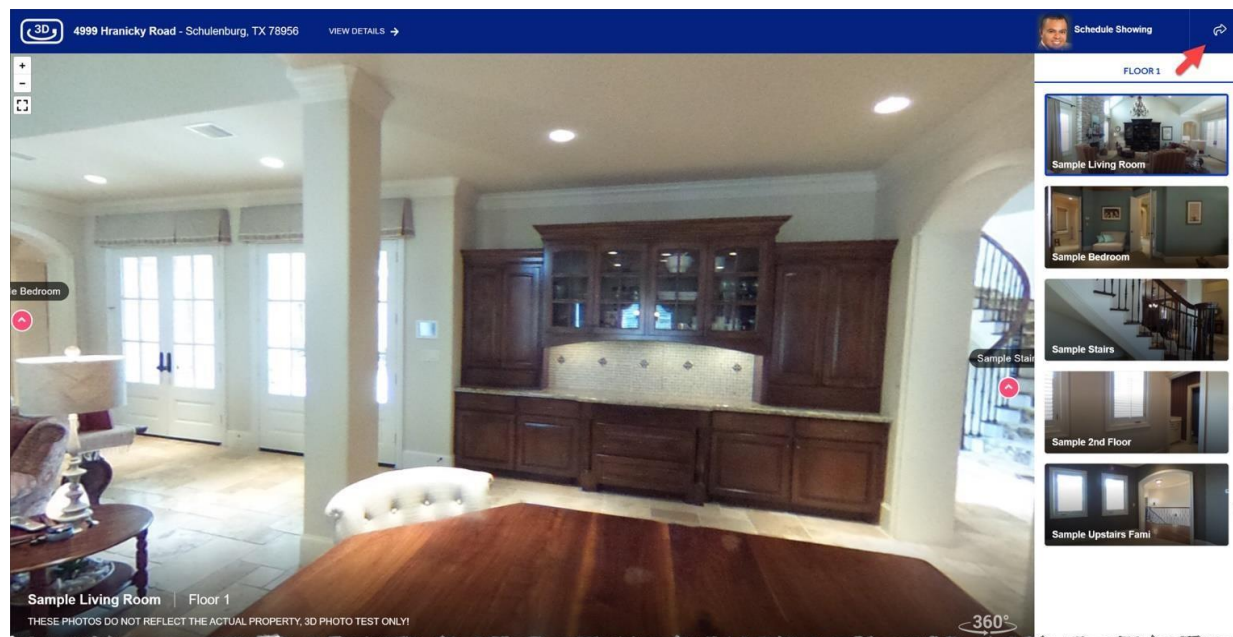
Accessing Published 3D Tour

8. Consumers view the 3D tour by clicking on the image that appear in the upper left corner of the Listing, as shown in the following image:

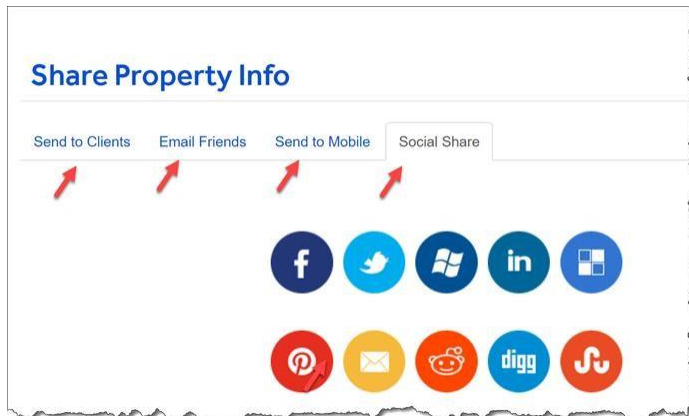


Promoting 3D Tours

9. Once the tour is PUBLISHED, be sure to PROMOTE your 3D Tour by pressing PREVIEW to view the tour then selecting the Share Arrow on the upper right side of the display as shown in the following image with a red arrow:



10. Share by sending to your Clients, Email to Friends, Send to Mobile and on Social Media as shown in the following image:



Best Business Practices

Following are the best practices observed when creating 3D Tours.

1. Look at the entire room with a critical eye: 360 Photos capture everything, items under the bed, unkept area, etc. Make sure you are capturing what you want shown.
2. Protect confidentiality: as previously mentioned not only is “everything” captured, but the images can also be zoomed in. Meaning, the document on the table or desktop may be able to be read!
3. Appropriately space captured images creating an experience of traveling through the home and verify the “hotspots” indicated travel the intended path.
4. Appropriate lighting helps in all picture taking situation. Be sure to have enough light to capture the best images.
5. Practice to develop confidence with the equipment and the software.