

What is a Virtual Showing?

A Virtual Showing is a real-time event where buyers and their agent view a home live, but the buyers are not physically present at the home. The showing is conducted using streaming video technology (typically Zoom or other like technology). This is not to be confused with a Recorded Showing that is a prerecorded video that is created and posted on a web site so anyone can access the site and view the home (usually a series of pictures).

The major difference between the two types of showings is that a Virtual Showing is a live event that allows prospective buyers to not only view the home in real time but also engage with the real estate agent to ask questions just as if there were physical present at the showing. The Recorded Showing is, as described above, a static view of the home. Each solution has its merits and can be a powerful tool for a home buyer when used together. A prospective buyer can view the Recorded Showing to help them decide if they are interested in the home and then request a Virtual Showing to perform a deeper dive and get their questions answered.

So, why would you opt for this method of 'house hunting'? In today's world there are three primary reasons why this could work for you...

1. Covid-19. Physically going to an Open House or individual on-site showings is risky for the seller, buyer, and the real estate agent. In some states and counties in the US, Open Houses are now illegal, The seller wants to sell their house but is concerned about having people constantly walking through their house and wants to make sure that everything has been properly sanitized after the showing. This, in no way, reflects upon the prospective buyers or the real estate agent but, let's face it, none of us are experts in the sanitation of a pandemic virus. The buyer has similar concerns about going to see houses that may or may not have been properly sanitized. Virtual Showings eliminate all these issues.
2. Relocating. If you are looking to relocate from a significant distance, a combination of a Recorded Showing and a Virtual Showing can be the answer to maximizing your search for your Dream Home.
3. Time – This really goes without saying. Whether you are looking to relocate locally or from a distance, the Recorded/Virtual Showing allows you and your family the opportunity to view and ask questions on your time and in the comfort of your own home. It will also allow you decide which houses you need to see in person, reducing risk and travel time.

A Virtual Showing follows the same process that a real estate agent would use for any showing. There is no deviation from the tried and true methods. The virtual aspect of the showing and use of a camera person is the only change. The agent, who is familiar with the home, usually conducts the showing and may have an assistant to help field buyer's questions. These resources will have performed a walk-thru and developed a script for the Virtual Showing to maximize the showing time and allow ample time for the prospective buyer's questions.

[Check with your Real Estate Agent to see if they offer Virtual Showings.](#)