

# Guide to Virtual MLS Options During COVID-19

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## OPEN HOUSES

### NOT ALLOWED

- ❌ Announcing in-person open house events in Matrix (this functionality has been temporarily disabled).

### DO THIS INSTEAD

- ✅ Use the new **Virtual Open House** option inside of Matrix to promote a public live-stream open house event or a virtual tour of the property by putting a link\* in the **Open House URL** field.

\* Links to more information about an upcoming open house are permitted to lead back to your personal site/page such as Facebook, Instagram, YouTube, Zoom, etc.

### NOT ALLOWED

- ❌ Using the **Open House Remarks** field in the **Virtual Open House** section of Matrix to advertise private showing times.

### DO THIS INSTEAD

- ✅ Refer to the virtual options for showings to handle showing appointments. For open houses, continue to use the **Date**, **Start Time** and **End Time** fields in the **Virtual Open House** section to promote your open house to the public.

### NOT ALLOWED

- ❌ Advertising any type of open house in the **Public Remarks**, **Realtor-Only Remarks**, or any other remarks section in Matrix not used for open house announcements.

### DO THIS INSTEAD

- ✅ Use the **Virtual Open House Remarks** field only to promote your open house.

## SHOWINGS

### NOT ALLOWED

- ❌ Having an Active status with no showing\* option of any kind. If no showings of any kind are available, the listing should be placed into the Temporarily Off Market (TOM) status.

### DO THIS INSTEAD

- ✅ Sellers have the option of offering a virtual showing instead of an in-person showing to remain in Active status. To facilitate a private, live, video walk-through you can use ShowingTime or other video conferencing tools.
- ✅ Sellers can also offer unbranded virtual tours instead of in-person showings at this time.
- ✅ Links to **unbranded** virtual tours may now be advertised in the Public and/or Realtor® remarks fields within Matrix.

\* There is currently no prohibition via Stellar MLS on property showings – please rely on local restrictions and recommendations for social distancing and gatherings of any size. Please stay safe and keep our communities safe by exercising the utmost caution, and check with your broker about any internal best practices he/she may have put in place.

## Virtual MLS Options Explained

### OPEN HOUSES

The face/face (public) open house feature is disabled in Matrix. However, as of 4/1/2020, virtual open houses can be scheduled, searched and retrieved.

#### What **is allowed** in the MLS right now for open houses:

- **Public Live-Stream open house event — OK**
  - A live-stream open house event is something that anyone (the public) can attend/participate in and ask real-time questions about the property. An agent will typically walk through the home for the collective viewing of the audience and note various features at a specified date & time. Agents can share a branded link to their virtual meeting, or even a link to their Facebook page in order to advertise the open house event in the open house URL field.
- **Pre-Recorded Walk-throughs/Virtual Tours — OK**
  - Agent's may supply a link to a virtual tour or pre-recorded walk-through in the open house field instead of a live-stream open house event announcement.
- **Open House Dates & Times in Matrix — OK**
  - Dates and times are still required to be completed at this time in the open house section of Matrix. If you plan to host a live-stream, add the date/time of your live event just as you would for an in-person open house. If you opt to use a pre-recorded video/virtual tour link in the open house section, choose the dates/times you would like the link to be advertised for your active listing.
- **Personal Branding in the Open House Field — OK**
  - Just as an open house would have an agent's branding, links that lead to more information regarding an upcoming live-stream open house on an agent's personal or business social media page/platform are permitted in the VOH field within Matrix.

#### What is **not allowed** in the MLS right now for open houses:

- Announcing in-person open house events (this functionality has been disabled until further notice and replaced with a virtual option only). — **Not OK**
- Advertising private/exclusive showing times/appointment slots in the open house remarks section. — **Not OK**

#### ***A note about Open House info in remarks fields:***

*Agent's may use the open house remarks field to advertise upcoming open house events, however, open house links or other open house info is not permitted in any other remarks fields within Matrix, including Public and Realtor-Only sections.*

## Virtual MLS Options Explained

### SHOWINGS FOR ACTIVE LISTINGS

#### What is **allowed/required** in the MLS right now for showings of an active listing:

- **Opting Out of In-Person Showings — OK**
  - For active listings, sellers have the option of offering a virtual showing instead of an in-person private tour at this time.
- **Exclusive Live Video Showings — OK**
  - To facilitate a private, live, video tour you can use ShowingTime or other video conferencing platforms. For a video tutorial about using ShowingTime to schedule & conduct video tours click [here](#) or download their quick reference guide [here](#). Unlike live-streaming features, video calling platforms can be used for private conversations that are not open to the public like an open house live stream would be. And unlike virtual tours, live video conferencing gives potential buyers the opportunity to ask the agent questions in real time and/or ask to see specific features of the property live.
- **Unbranded Pre-Recorded Walk-throughs/Virtual Tours — OK**

Virtual tours are operating in the same manner as always, the key difference now is:

  - Sellers can offer virtual tours instead of in-person showings at this time and remain in active status.
  - Links to unbranded virtual tours may now be advertised in the Public and/or Realtor® remarks fields within Matrix.
  - **Reminder:** virtual tours can be automatically generated if the Virtual Tour Y/N field in the REALTOR tab of listing is set to “Yes,” which is the default setting. Remember to put the 5 photos you want in this tour in the first 5 photo slots.
  - **Tip:** Your Stellar MLS subscription includes highly discounted rates on full, customizable virtual tours through both Property Panorama and Real Biz Media.
    - <https://www.stellarmls.com/products/property-panorama>
    - <https://www.stellarmls.com/products/realbiz-media>
    - Another item to note: if you use the full (paid) version of Property Panorama or Real Biz Media (or other virtual tour platforms), there is usually a branded and unbranded link provided. The unbranded link can go in the MLS and in the Public remarks. The branded link can be used for the Virtual Open House.

#### What is **not allowed** in the MLS right now for showings:

- **Personal Branding in the Public Remarks — Not OK**
  - Only unbranded URL's are currently allowed in public remarks while we are adhering to social distancing guidelines. No links to personal Facebook pages, branded virtual tours or other branding are permitted.
- **Active Status with No Showing Options — Not OK**
  - If no showings of any kind are available, the listing should be placed into the Temporarily Off Market (TOM) status.

#### **A note about face/face showings:**

*There is currently no prohibition via Stellar MLS on property showings – please rely on local restrictions and recommendations for social distancing and gatherings of any size. Please stay safe and keep our communities safe by exercising the utmost caution, and check with your broker about any internal best practices he/she may have put in place.*