



VIRTUAL OPEN HOUSES:

9 Facebook Live Tips

1. Promote your broadcast ahead of time.
2. Make sure you have a strong connection before going live.
3. Interact with your audience – invite comments & ask questions!
4. Showcase the home. Don't forget to share facts about each room!
5. Explore smaller, easy-to-miss details by zooming in.
6. Reach more people by broadcasting longer.
7. Ask viewers to subscribe!
8. Use a catchy closing line to say goodbye.
9. Share a link to your finished video on your other platforms.



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