

Continuing to Market Homes Through Listing Concierge

During this time of social distancing, it is important to leverage marketing tools that can continue to promote and market active listings. Coldwell Banker's Listing Concierge does just that!

Listing Concierge is continuing to work diligently to promote affiliated agent listings. The goal of the Team Listing Concierge is to ensure there is little to no interruption in service and to continue supporting affiliated agents in listing marketing.

Team Listing Concierge is in constant contact with our photography, print, shipping and other partners. During these unprecedented times, the team is working to continue operating as usual. However, due to local requirements and governing orders there may be some interruptions to service, which will be communicated as necessary.

Specific to photography, the team has reached out to each of our photography partners to get updates to their service offerings. Many photographers are taking extra precautions and may be offering special incentives for services like videos, virtual tours and Matterports to help with virtual marketing right now. The team is tracking the responses in this document, which is being updated as we receive new information.

As always, if you need immediate assistance, please contact **1.833.LIST.CON** or **CHAT Support** within Listing Concierge. You will be connected to a member of our Listing Concierge Success Team who will be able to help you with placing an order, finding out the status of your order, letting you know who your Listing Concierge Coordinator is and helping you with minor edits and photo changes to your Listing Concierge materials. Our Listing Concierge Customer Service hours are Monday through Friday, 8:30 am to 8:00 EST.

Below are some helpful tips to help make sure your Listing Concierge order goes smoothly—and your listing gets maximum exposure—during this unprecedented time:

- If you want to have your brochures delivered to your home, please change your shipping address for your brochure delivery to your home address either at the time of order (preferred) or at the time of approving your brochures. If you do not adjust your delivery address, the office address will still be used for delivery and there may be delays since many of our offices have reduced staffing at this time. Our Listing Concierge Coordinators have added a reminder about this to their eSignatures to help spread the word.
- If you intend to have professional photography taken but aren't able to do so at this time, we encourage you to take photos on your own and we can start on your website and eflyer to get you up and running until the professional photos are complete.
- As in person broker tours and open homes may be limited for a short period of time, we encourage you to go virtual. Here are some suggestions:
 - Utilize the video slideshow functionality within Listing Concierge.

- Leverage the property recording and link from the Coldwell Banker At Home TV show (or YouTube video if your market doesn't have a TV show).
- Many of our photography vendors offer video upgrades which can be shared on the your Listing Concierge property website, social media channels, etc. via a YouTube or Vimeo link.
- Record a recorded video walk-through (simply leverage your smart phone); upload the recording into a YouTube or Vimeo link and post it to your Listing Concierge property website. Here are some tips:
 - Start with a plan; before recording, map out the features you want to highlight; don't worry about capturing everything – look at this as no more than a two-minute highlight video.
 - Record multiple clips to make a video; you can shoot individual clips to make a video, capture a shot and then pause your recording, reposition and continue the recording.
 - Buyers can see how individual rooms connect, understand the flow of the home and visualize the unique features of the space.
 - Consider your lighting; if the room is dark, turn on the lights and open the blinds; more light will make it easier to capture the room and will make it seem brighter and more inviting.
- Use Facetime to show your property.
- Use Facebook Live to show your property.
- Utilize What's App.
- Consider leveraging Instagram TV
- Add video walk through to Facebook Story or Instagram Story
- Consider purchasing a Matterport 3D floorplan for your property (available through many Listing Concierge Platinum packages and/or photographer upgrades).
- Once a video has been created, it can be:
 - E-mailed through InTouch (embedded from YouTube to e-mail)
 - Added to a Moxi Presentation (using a custom page created within Moxi; video needs to be added to YouTube or Vimeo first)
 - Added to InTouch website (options: on a page by itself use custom page > add custom widget or by adding a custom widget to any editable page – video needs embed code from YouTube first)

Coldwell Banker is proud to be your partners in marketing. Team Listing Concierge is here and is proud to continue to serve you.