



VIRTUAL **MEGA** OPEN HOUSE CHECKLIST

PRE-EVENT MARKETING

- ☐ Pick Your Property or Properties for Multi-Day Event
- ☐ Plan Your Strategy (Platform, Your Location, Content)
- ☐ Set Up Virtual Open Houses in Zoom
- ☐ Set Up Registrations in Spacio or Zoom
- ☐ Add Links To FMLS and MLS
- ☐ Request Marketing Materials or Create in Marketing REsource
- ☐ Promote Your Event (Social, Text, Phone Calls, Videos, Postcards, etc.)

FMLS	GAMLS	Facebook	Nextdoor
LinkedIn	Instagram	Twitter	Google My Business
- ☐ Boost Ads to Launch on Thursday (Automatic)

POST-EVENT MARKETING

- ☐ Post Recording to Social Media (Watch Party, Premiere)
- ☐ Follow-up on Monday with Participants and Neighbors

BERKSHIRE HATHAWAY
HomeServices

Georgia
Properties

A member of the franchise system of BHH Affiliates, LLC

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