

# In-Person & Virtual Open Houses Now Compatible with Matrix

## Setting Up an Open House in Matrix

When adding an Open House in Matrix, select Public (In-Person) Virtual Public (24/7 Virtual Tour or Live Streaming Event) from the Open House Type dropdown. Add additional details as you normally would and enter the URL of the unbranded virtual tour or URL where the Virtual Open House will be streamed under Virtual Open House URL. Unlike virtual tours, which display interactive media to buyers when exploring a property, a virtual open house is a live streamed event that allows attendees to tune in and interact live from their personal devices. This interactive experience allows you to answer questions and personalize the Open House experience for your buyers.

**NOTE:** MIAMI MLS now has options for Public Open House and Broker Open House add/edit capability PLUS Virtual/Live Streaming/Virtual Tours.

**Add Open House**

**Open House Type**  
Virtual Public

**Date**

**Start Time** AM  PM

**Active**  
No

**End Time** AM  PM

**Description**

Characters Remaining: 255

**Delete**

**Live Stream/Recorded Open House URL**  
https://www.virtualtour.com/25207

**Open House Type**  
Public

**Date**

**Start Time** AM  PM

**Active**  
No

**End Time** AM  PM

**Description**

Characters Remaining: 255

**Delete**

**Live Stream/Recorded Open House URL**

After setting up the Virtual Open House in Matrix, the Virtual Open House URL will be displayed with the listing so interested home buyers can make plans to attend ahead of time. Your customers can view these Virtual Open Houses in their Matrix Client Portal. Virtual Tours can be set-up to be viewed 24/7.

### You can NOW Search for Virtual Open Houses

**Open House Search**

**Open House Type**  
Broker Open  
Public  
Virtual Broker Only  
Virtual Public

Or  Not

**Open House Date**

**Open House Active**  
Yes

**Open House Description**

**Property Type**  
Single Family  
Condo/Co-Op/Villa/Townhouse  
Residential Income  
Residential Land/Boat Docks  
Land-Commercial/Business/Agriculture  
Residential Rental  
Commercial/Industrial  
Business Opportunity

Or  Not

### Understand Your Tools

Virtual Open Houses can be held on the platform of your choice, from teleconferencing platforms like Zoom to social networks like Facebook and Instagram Live.

### Pro Tip

Want to get more out of your Virtual Open House? Record your session so that people can view the event long after it's over!