

# Live Streaming an Open House

## Benefits

- If you combine a traditional open house with a live stream of the same event, you get real-world interaction with potential buyers AND interaction with potential buyers online
- Online engagement and feedback (audience “likes” and comments; you get to respond instantly)
- Facebook and Twitter are recognizable social media channels that can get more eyes on the home
- Minimal time investment for potential buyers (no traveling to the home and they can easily contact you for more information)
- You can [save the live video to show and share later](#)

## Considerations

- Limited in-depth interactions (you’re not going to be able to have lengthy conversations with individual online audience members)
- You’ll need a mobile device and a good data plan (or wifi if available)
- You’ll need a Facebook account and the Facebook app ([iPhone](#) or [Android](#)) for Facebook Live
- Facebook Live limits live broadcasts to [90 minutes](#)
- To use Periscope for live broadcasts, you’ll need the free Periscope app ([iPhone](#) or [Android](#)) and you’ll want a Twitter account as well
- You will need to promote the open house in advance of the actual event