AUSTINboard of **REALTORS**®

VIDEO CONFERENCING: A REALTOR®'S GUIDE

It's essential that REALTORS® leave a lasting impression that's warm, trustworthy, and professional. The same applies to video conferencing. Pick a video conferencing app that works for you (we prefer Zoom) and follow these pro tips!

1 TEST EVERYTHING

- Before using the software, test it with a friend or colleague to make sure the microphone and camera of your device works, and that people can hear and see you.
- Check your WiFi connection. If you walk around during your meeting or have multiple browsers open, you might get a weak signal.
- To ensure security and privacy, avoid using a public WiFi network (i.e. coffee shops, restaurants, libraries).

2 SET THE STAGE

- Dress like you would for an in-person meeting, head-to-toe. Doing so will also give you more confidence!
- Optimize the video quality by facing a window. You want the light to hit your face as much as possible, not your back.
- For a more flattering angle, position your webcam so it's slightly higher than eye level and pointed slightly down toward you.
- Eliminate echo sounds and improve the audio quality for you and participants by wearing headphones or earbuds.
- Find a quiet room, shut the door, and make sure you don't have any distracting items in the background (i.e. crumpled papers, a TV set that's on, an open window facing traffic).

3 KNOW THE ETIQUETTE

- Computer and phone speakers pick up a lot of background noise, so make sure to mute, and remind others to mute, the audio when someone else is speaking.
- Before sharing your screen, set your phone or computer to "Do Not Disturb" so you don't receive any notification sounds or pop-ups.
- Hackers have been entering video conferences uninvited, so make your event is password-protected if that's an option. In addition, consider using a "Waiting Room" option for an added layer of security if your video conferencing platform has that feature.
- If you decide to record the meeting, let people know in advance, at the start of the meeting.
- Like an in-person meeting, it's important to stay focused and not fidget or bounce around. Resist the temptation to surf the web or look at your phone.

4 SHARE GROUND RULES

- Provide some buffer time to allow people unfamiliar with your software time to sign on. Use the time to ask an icebreaker question!
- Make sure your meeting goes smoothly by deciding who will be managing the conversation. Some platforms will let hosts mute other participants' microphones so indicate that people can wave, unmute their mics, or send a message if they'd like to talk.
- Keep the meeting flowing by reminding people to use the chat function to share links with the group, add extra information, or announce that they're leaving the meeting.

For other Stay Home, Work Safe resources, visit **ABoR.com/WorkSafe.**