

Live Stream Best Practices

Preparing for the live stream

- To show your listing properly and efficiently, we suggest a team of three for your live showing: live stream host, cameraperson & comment moderator.
 - Not enough hands? No worries! Your cameraperson can also act as the moderator.
- To provide the best visual experience for viewers, use a video stabilizer like a [gimbal](#).

During the live stream

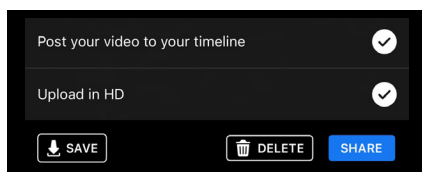
- To show off your listing, we recommend a live stream duration between 15 to 30 minutes.
- Some recommended topics include talking about the neighbourhood, nearby amenities, building amenities, as well as building, listing & lease details. Check out our list of sample questions on the next page to help you get started.
- We encourage you to interact with your cameraperson and/or comment moderator to boost engagement. Here are some great live showing examples:



- Don't forget to encourage viewers to ask questions in the Facebook Live comments section and to leave some time during or after your listing tour to answer the questions!

After the live stream

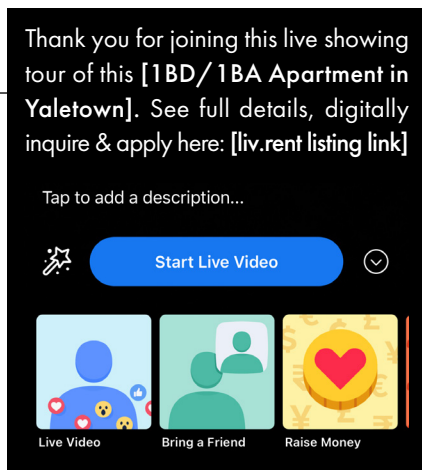
- Post the video to your timeline so potential renters can still see your listing after the live showing!



Facebook Live Tips & Best Practices

- Sign onto your Facebook Live 10 min. prior to your scheduled live showing time slot to double check your video and audio are working properly.
- Add a description to your live stream! Make sure to direct all traffic to your liv.rent listing link to encourage viewers to see full details about your listing, and to streamline inquiries and applications.

Copy and paste the following description, and don't forget to replace the sample information and sample link with the link of your listing on liv.rent!



liv.rent Support



Before the live stream

Our team is happy to schedule a test run prior to your showing. Please contact us at support@liv.rent to schedule a time.



During the live stream

Our sales and development team will be on standby during live showings to provide technical support should any problems arise.



After the live stream

A report of your live stream and listing will be sent to you 5-7 business days after the live stream. This will include data like live stream video views and comments, as well as listing views and actions.

© Liv Strategies Inc. 2020

Sample Questions

Unit Specifications

01.	How many bedrooms and bathrooms?
02.	How many square feet?
03.	Are utilities included?
04.	Is the unit pet friendly?
05.	If the unit has a balcony/patio, is BBQ allowed?
06.	Are storage and parking included?
07.	How much is the rent?
08.	How long is the lease agreement?
09.	What are the building amenities?
10.	What are the associated fees required upon move-in?
11.	What are the lease terms? Is the unit available now?

Neighbourhood

12.	Are there any grocery stores nearby?
13.	Are there any schools/universities/colleges nearby?
14.	What is the closest commute station/stop?
15.	Are there any parks/attractions around?
16.	What resaturants/coffee shops can people find nearby?