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New “Open House” Features on REALTOR.com® Showcase Listings

Frequently Asked Questions

Q: How does the new Multiple Open Houses functionality work for the Customer?

It's essentially the same functionality as before in Control Panel – but better. Now a REALTOR can schedule up to 5 Open House events with a Headline and Additional Comments. Only upcoming Open Houses will display on REALTOR.com. Previous Open Houses will not.

Q: How long does it take for an Open House to be viewable on REALTOR.com once I schedule it in the Control Panel?

It should take no longer than 15 minutes for an Open House to be available on REALTOR.com once scheduled in Control Panel.

Q: How does the new Multiple Open Houses functionality work for the Consumer?

There are several enhancements that are being added to call attention to Open Houses for consumers:

- 1) Open House ‘call to action’ Buttons on both the Search Results page and Listing Details page that are clickable and link to the Open House details page.
- 2) Clickable Open House Icons on both the Interim Search page (Featured Homes Page) and the Map Search page which link to the Open House details page.
- 3) An enhanced Open House details page which displays all currently scheduled Open Houses along with all other pertinent data (such as date, time, location, agent, contact info. This page also features newly enhanced ‘mouse-over’ dynamic pop-outs which show even more detailed info from the Open House info.

Q: Can I change or delete an Open House once I schedule it?

Yes, just log into Control Panel and navigate to ‘Edit Open House’ as you did to schedule the original event, and update the details as needed, and save those updated details. This will automatically populate to REALTOR.com and consumers who view it.

Q: What is the “Open House Details” page?

This is the new and enhanced page that shows all currently scheduled Open House dates – up to 5 - for any given listing for all consumers. This used to be limited to only a small popup window with one open house date.

Q: Can a CoShow Office send Open House data through the CoShow SDK?

Yes, the latest release allows for CoShow offices to send Open House data through the CoShow Feed. The SDK allows 5 Open House Nodes per listing now, which was increased from one. Once received from your office, Open Houses should post on REALTOR.com normally within 4 hours.

Q: Will Open House information be sent to REALTOR.com via MLS feeds?

No, this is functionality scheduled for a future release.