



Official Site of the
National Association
of REALTORS®

Video Home Tours on REALTOR.com® Showcase Listings

Frequently Asked Questions

Q: How does the new Video Home Tours functionality work for the Customer?

REALTOR.com® has partnered with Akamai – an industry-leading video Content Delivery Network (CDN) to provide best-of-class video hosting and streaming solution for Video Home Tours on the REALTOR.com® Network. What this means is that any agent or office with Showcase Listing Enhancements can log into Control Panel, upload a video of any current listing in virtually any video format, and REALTOR.com® will do the rest! The video will be processed and ready for streaming on REALTOR.com® within 2 hours of uploading. Any consumer viewing that associated listing on REALTOR.com® can 'click and play' the video home tour.

Q: How long does it take for Video Home Tour to be viewable on REALTOR.com® once I complete uploading it in the Control Panel?

It should take no longer than 2 hours to be available on REALTOR.com® once scheduling in Control Panel is completed.

Q: How does the new Video Home Tour functionality work for the Consumer?

Simple – a consumer just clicks on the Video Tab on the Listing Detail Page and then clicks the play button on the video player. The video should begin streaming within 5 seconds.

Q: Can consumers share videos that they see on REALTOR.com®?

Sure – they can simply click on the 'Send to a Friend' link to forward the Video Detail Page. An email will be sent to the email address the user enters, and will include a link to the video tour page.

Q: Can I change or delete a Video Home Tour once it is uploaded?

Absolutely. Just log into Control Panel and delete or overwrite the existing video!

Q: Will Videos be limited to tours of a property, as opposed to a neighborhood, a builders' development, or a company? Will there be any other limitations on video content?

The content must be a video of the home itself (interior, exterior, yard shots, view shots) or the home including street views (e.g. a panorama of the street on which the home is situated).

Q: Will there be any cost or legal agreements to sign?

There will be no additional cost to the agent or office for using the new video product. Anyone using the self service tool (Control Panel) to upload a video will be asked to review and accept an updated online "Terms and Conditions" document that explains the general guidelines regarding Video Home Tours, and the definitions associated with the terms of use of the video functionality such as REALTOR.com's® right to remove a video for any reason, and reiteration of the agent's responsibilities under Fair Housing and the NAR Code of Ethics.

Q: What about abusive or illegal video content? How will the "Flag this video as inappropriate" functionality work?

There are several steps to the moderation process:

- Viewer sends notice to Customer Care using a template form link on Video Page
- Customer Care team reviews the reported video
- Customer Care removes the offensive video within 4 hours of reported time using an administrative application (except on weekends).
- Listing Agent is notified of the issue and given an opportunity to edit the content.
- Video will be restored within 24 hours once the offensive content is edited out and approved by Customer Care (except on weekends).
- Repeat offenders will be restricted from uploading further video content on REALTOR.com®.

Q: Can there be more than 1 video for a listing?

No, as planned for initial launch of the video home tour, only one video is available per listing.

Q: Are their size limits or time limits to the videos uploaded to REALTOR.com®?

Yes – as long as a video is 100 MB or less, it will be allowed into the network upload process. Videos greater than 100 MB will not be allowed. This is typically about a 10 minute video.

Q: I don't have a video camera, so can I hire someone to shoot the video or does REALTOR.com® have a Videographer referral?

Agents may certainly hire any professional they choose, or do their own video creation. REALTOR.com® does not have a referral list for this service.

Q: Can a Company Showcase Office send Video URLs CoShow SDK?

Not for the initial release.

Q: Will Video Tour information be sent to REALTOR.com® via MLS feeds?

Not for the initial release.