SECOND EDITION

The Remote-First Inspection Sequence



How agents reach more buyers and renters, every property, every week

Tim Morris

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Executive Summary

Inspections are where real estate decisions are made, and where time disappears.

Travel-heavy showings. Repeated walk-throughs. Inconsistent documentation. Slow follow-up. Buyers who can't make Saturday and quietly drop out of the campaign.

The Remote-First Inspection Sequence introduces a practical alternative: a repeatable system that uses live, documented remote HD video as the first look, and escalates to in-person attendance when it adds value.

In sales and leasing, that first look has a name: **Open Home Live**. Every open home, followed by an Open Home Live. The open home stays exactly as it is. Straight afterwards, the agent walks remote buyers through the same property in real time, wherever they are.

See it live before you drive.

Open Home Live is not a favour for the occasional buyer who asks. It's a standard for every property, every week.

This isn't "remote-only". It's a premium standard that improves evidence, increases confidence, and speeds up decisions across:

- **Sales** (Open Home Live, with Buyers Connect)
- **Leasing** (Open Home Live, with Renters Connect)
- **Property management** (Remote Condition Inspections, with Tenant Connect)

If you want more buyers in every campaign, fewer wasted inspections, stronger documentation, and a clear competitive advantage, this book gives you the framework and the playbook to implement it.

Start remote-first.

Escalate with intent.

Build trust through evidence.

Introduction



Let me ask you this. If you couldn't stop thinking about something, I mean really thinking for years, not because you were chasing a trend, but because you could see a problem so clearly that it started to feel obvious, would you go after it?

That's what happened to me.

I didn't start by trying to build a property technology company. I started with two perspectives that, together, made it hard to ignore what I was seeing.

From 2009 to 2013, I was the Head of IT for Property NSW, the New South Wales Government agency responsible for managing property across all departments and agencies. It was a world where

process, accountability and asset stewardship mattered, because the NSW Government is Australia's largest employer, with more than 400,000 staff.

At the same time, my wife and I were landlords. In the early 2010s, we were fortunate enough to buy three investment properties.

Like most people, we had them managed by a real estate agency in Sydney's Lower North Shore. And to be fair, it was fine, but it also felt like there was room for improvement. Not just in service levels, but in certainty. In transparency. In the amount of time and friction that seemed to come with simple, repeatable tasks.

Then in 2014, we enrolled our 15-year-old son in a summer holiday app-coding camp. I remember having a quiet chat with the owner of the company and asking a simple question. The kind of question that changes your direction if you're paying attention.

"So what else do you do when you're not teaching kids how to develop mobile apps?" He told me he'd built a system called **RentingSmart**, designed to help landlords self-manage their rental properties.

Naturally, having investment properties of my own, it sparked my interest. And, well, to borrow a line from an old ad: I loved it so much I bought the company.

RentingSmart became part of my world. And at the time, I thought the mission was clear: software for self-managing landlords should be easy to use, exceptionally affordable, and make life a whole lot easier.

Then COVID arrived.

It was a terrible pandemic that the world was unprepared for, and I say that with humility. But like many major disruptions, it forced a

re-think. It changed how we worked, how we communicated, and how we conducted life remotely.

And it exposed something in real estate that, once you see it, you can't unsee.

When the world went remote, property inspections didn't.

If you're a landlord, you know the feeling. Your property is one of your biggest assets, and the only way you really know how it's tracking is through inspections. Those routine condition checks every few months.

But during COVID lockdowns, travel wasn't possible. It was actually illegal for a while where we came from.

And even when travel was possible, the process was often inefficient: time on the road, scheduling friction, rushed walkthroughs, awkward chit chat, inconsistent documentation, and then the follow-up that seemed to multiply.

So my software developers and I started asking a different question: what if the inspection didn't have to be physical?

What if you could run a live inspection remotely, not as a casual video call, but as a structured, guided process that created a proper record?

We looked. And looked. And kept looking.

And we found that nobody had built an app that could do it properly: a live HD video call with the condition inspection workflow built in. Evidence, structure, documentation, so it wasn't just "video", it was a professional standard.

It took years of research and one failed attempt, but with more development and stubborn persistence, we got there in the end.

That's how our company **InspectingSmart** was formed, and that's how **Tenant Connect** was born: a way to run **remote-first property condition inspections** that protect the asset, reduce disputes, and return time to everyone involved; landlords, tenants, and property managers.

At the time, I thought that was the mission. Then something happened that I didn't expect.

I was chatting with a Buyers Agent who had about 50,000 Instagram followers, to see if he would be interested in promoting Tenant Connect, and after I explained what we'd built, he essentially said: "Wow, if something like this existed for the sales process, it would be amazing."

And if you've ever watched a good idea spread from one part of real estate to another, you'll know what happened next. Because the sales process has the same inspection problem, just with different people and different stakes.

Buyers waste hours travelling to properties that are ruled out in the first two minutes. Others can't make the Saturday open home at all, so they never see the property. Selling agents repeat the same walkthrough over and over. Questions get asked late. Notes get lost. And decisions slow down, not because people don't care, but because the process only works for the people who can physically be there.

So we built **Buyers Connect**. And as agents started using it, the most powerful pattern turned out to be the simplest: run the open home as normal, then straight afterwards, run it again live for the buyers who couldn't be there. We call that **Open Home Live**. Every open home, followed by an Open Home Live.

And then, almost by default, came **Renters Connect**. Because showing a property for rent is remarkably similar to showing a

property for sale. The same walkthrough. The same questions. The same need for clarity. The same wasted travel when a property is ruled out quickly. The same pressure on teams when volume increases.

So we cloned the app and built a version designed for leasing teams and renters. Remote-first inspections that reduce vacancy time, improve applicant quality, and make the process smoother for everyone.

That's the journey behind this book. But this book isn't just a product story. It's a practical argument for a better way of working, what I call the **digital imperative** for real estate: keep the human element, but modernise the method.

At the centre of that method is a simple operating model you'll see throughout these pages.

The Remote-First Inspection Sequence (RFIS)

1. **Start with a live remote inspection (first look)**
2. **Shortlist and qualify quickly**
3. **Escalate to physical only when it adds value**
4. **Document outcomes and next steps clearly**
5. **Close the loop**, with decisions, actions, and accountability

Remote-first isn't remote-only. It's not a shortcut. And in sales, it doesn't replace the open home. It extends it.

It's a professional discipline that protects time, improves evidence, and increases confidence. It's for sellers and owners, for buyers and renters, and for the teams who carry the workload in the middle.

If you're a selling agent, a property manager, a leasing consultant, or a principal trying to scale without burning out your team, my hope is that this book gives you something useful:

- a system you can adopt
- a standard you can explain
- a way to reach more people and reduce unnecessary inspections, without lowering the quality of your service

Let's get into it.

Chapter 1: The Physical Presence Trap: When Your Asset Becomes Your Anchor



Property is supposed to create freedom. That's the promise, isn't it? A home that appreciates. A portfolio that builds wealth. A profession that rewards expertise. At over US$390 trillion, it's the world's largest asset class.

A set of assets that, over time, gives you options.

Yet for a growing number of people across the property lifecycle, selling agents, leasing teams, property managers, owners, buyers, renters, property has quietly become something else:

- A diary full of travel
- A weekend that disappears

- A string of inspections that feel necessary but don't always move things forward
- A constant pressure to be physically present, even when it isn't the best use of anyone's time

This is the physical presence trap. It's the belief that if you're not there in person, you're not doing it properly. And in today's market, that belief is turning assets into anchors.

The property lifecycle paradox

The paradox is simple: the very thing that should be scalable, property, is often managed like it is not.

We say property is a long-term wealth builder, but the day-to-day reality can look like a short-term logistics business.

Consider how many steps in the lifecycle still depend on boots on the ground:

- A seller wants to maximise buyer interest, but only the buyers who can get to the open home on the day ever see the property.
- A leasing agent needs to fill a vacancy, so Saturday becomes a conveyor belt of walk-throughs.
- A property manager needs to document conditions, so an inspection becomes an hours-long exercise in travel, access, and admin.
- A buyer or renter tries to see enough options to make a confident decision, so their evenings and weekends become a map of suburbs.

Everyone is working hard. Yet too often, the process is slow, repetitive, and expensive in ways that don't show up on a receipt.

That's the paradox: the industry is full of capable professionals and motivated customers, but the default method only works for the people who can be physically present.

The distance barrier effect (and why it costs more than fuel)

When physical attendance is treated as the only way in, distance becomes a hidden gatekeeper. It doesn't just add kilometres; it reduces opportunity.

A buyer who would have competed on a property doesn't attend because they're two hours away. A renter who would have applied doesn't inspect because they can't get time off work. An owner loses momentum because the inspection schedule can't accommodate genuine interest quickly enough. An agent or property manager loses capacity because travel time swallows the hours that could have been spent qualifying, negotiating, advising, or servicing more clients.

This is the **distance barrier effect**: the moment distance turns from an inconvenience into a decision-maker.

And it creates a second-order problem that is easy to miss.

Distance-limited competitive tension

Competitive tension is what drives outcomes in property. More qualified buyers at the right time increases confidence, urgency, and the likelihood of a strong offer. More qualified renters reduces vacancy and improves selection.

But competitive tension is fragile. It depends on access. If access requires physical attendance, then your market is not everyone who is interested, it's only the people who can be there.

That is distance-limited competitive tension.

In a buoyant market, you might get away with it. In a tighter market where buyers and renters are cautious, and owners are watching every week on market or vacancy day, it becomes a serious disadvantage.

From zero to more than zero

Think about one buyer who lives three hours away and works on Saturdays. Under the traditional model, their chance of seeing your property in the first week of the campaign is zero. Not low. Zero. However interested they are, the open home simply isn't available to them.

Give that same buyer an Open Home Live - a registration link on the ad and a 15-minute session on their phone, and their chance of seeing the property is no longer zero. It may not be certain, but any number above zero is an improvement on nothing.

Now multiply that across every buyer who was locked out by distance, work, family or timing. Each one moves from zero to something more than zero. The total number of buyers who see the property can only go up, because Open Home Live adds people the open home could never reach without taking anyone away from it.

That's the simplest way to understand the value: **Open Home Live doesn't compete with the open home for buyers. It reaches the buyers the open home had already lost.**

Seeing a property isn't the same as buying it. But every buyer who never sees a property is a buyer who will never make an offer on it.

The modern stakeholders trap: it's not just landlords anymore

The original story in property technology often begins with an overwhelmed owner. But the pressure has spread. Buyers and

renters are navigating genuine uncertainty: geopolitical tensions, interest rate movements, and cost-of-living increases have made people more careful with money and with time.

Travel is no longer a casual part of the process. It's a cost. It's a risk. It's a trade-off against family, work, and wellbeing. That changes behaviour.

People rule out more quickly. They attend fewer inspections. They hesitate longer. They want more certainty before they commit to the effort.

For agents, that means two things at once:

1. **You have to work harder to reach and hold attention.** The same listing can't rely on the same inspection pattern.
2. **The prospects who do show up in person are more valuable than ever.** You want them to be serious, qualified, and ready to move.

For owners, whether selling or leasing, the impact is similar. When there are fewer active prospects, every barrier matters. Remote-first access expands the pool of people who can engage, and it helps your agent qualify who is worth bringing back through physically.

The common misconception: professional oversight requires boots on the ground

Let's address the belief that keeps the trap in place. Many people assume that if you are not physically present, you cannot:

- verify condition
- build trust
- answer questions properly
- document what happened
- protect all parties

It's understandable. For decades, the only reliable way to see a property was to stand inside it.

But that assumption is now outdated, not because physical inspections have no value, but because **physical presence is no longer the only way to create visibility**.

The real requirement isn't being there. The real requirement is:

- **clarity** (seeing what matters)
- **control** (guiding the inspection properly)
- **evidence** (capturing what was seen)
- **accountability** (a shared record that reduces disputes)

When you separate those requirements from the habit of physical attendance, a new model becomes possible.

Introducing the remote-first sequence (not remote-only)

This book is not arguing that every inspection must be remote. Physical inspections will always have a place: the open home that creates a crowd and a sense of competition, the second look for serious buyers, complex properties, and moments where tactile detail matters.

The shift is simpler and far more practical.

Give everyone a live first look.

Use a **live, documented HD remote inspection** so that people who can't be there in person can still rule a property in or out quickly. Then invest physical attendance where it counts.

In sales and leasing, this has a name: **Open Home Live**. The open home or open inspection runs as normal. Straight afterwards, the agent runs an Open Home Live for the people who couldn't attend.

Those who like what they see come to the next open, and a few ask for a private inspection.

In property management, the sequence looks like this:

1. **Remote live HD inspection (first look):** fast, interactive, guided, and documented.
2. **Shortlist:** only the serious contenders proceed.
3. **Physical inspection (when it adds value):** travel is invested where it counts.

For agents, this means you keep every interested prospect in the campaign, including those who would otherwise drop out, and the people who come through in person are better qualified.

For buyers and renters, it means you can evaluate more options without burning weekends and fuel.

For owners, it means broader reach and better qualification, even in a cautious market.

Where the Connect apps fit

Across the lifecycle, the challenge is the same: create access without sacrificing trust.

The tools, however, need to be purpose-built for the job.

- **Buyers Connect** powers **Open Home Live** for sales: live HD showings to many buyers at once, real-time interaction, recordings, and documentation that helps buyers decide and helps agents progress deals.
- **Renters Connect** brings **Open Home Live** to leasing: a faster way to qualify tenants and reduce vacancy rates without sacrificing the tenant experience.
- **Tenant Connect** supports remote-first management inspections: structured condition workflows and evidence

capture that protect owners, residents, and property managers.

You'll see these introduced throughout the book, not as tech for tech's sake, but as the practical mechanism for running the remote-first sequence consistently.

The shift you're making in this chapter

If you take nothing else from Chapter 1, take this: **Your asset is not the anchor. The old method is.**

When physical presence is the only way in, it limits reach, slows decisions, and consumes the very time property is meant to give back.

Remote-first inspections don't remove professionalism. They restore it by making clarity, evidence, and accountability the standard, and by investing physical attendance in the moments where it genuinely adds value.

Chapter 1 action

This week, choose one inspection type you run frequently. If it's sales or leasing, follow your next open home or open inspection with an Open Home Live. If it's property management, run the **first inspection remotely**.

Your goal is not to eliminate physical inspections. Your goal is to make sure no interested person is locked out, and to make travel *earned*.

In the next chapter, we'll look at why this shift is no longer optional, and why the market is already moving there, with or without you.

Chapter 2: The Digital Imperative: A Market Dominated by Digital Natives



The shift to remote-first inspections isn't a trend. It's a response. Not to technology for its own sake, but to a market that now behaves differently, and expects property to be accessible in the same way everything else is accessible.

In Chapter 1 we named the physical presence trap: the assumption that professionalism requires being there in person. In this chapter, we'll look at why that assumption is now commercially risky.

Because the market has changed its definition of "available".

The digital imperative: access is now part of the product

Property has always been about three things: location, timing, and confidence.

What's changed is how confidence is built.

A growing share of buyers and renters, particularly those who have grown up organising their lives through a smartphone, expect to evaluate options quickly before they invest time, travel, and emotional energy.

They don't expect to buy or rent a home through an app. They do expect to decide what is worth seeing through one. That distinction matters.

These are people who can track a pizza from the oven to their front door. Being told the only way to see a property is to stand in it at 10am on Saturday feels, to them, like being asked to send a fax.

Remote-first inspections are not about removing the human element. They're about making the first look easier, faster and clearer, so the human element is reserved for the moments that genuinely require it.

A market that now behaves digitally

You'll hear plenty of commentary about the "digital transformation" of property. The exact labels matter less than the lived reality: discovery happens online, shortlists are formed online, and expectations are shaped online.

For professionals, the practical implication is simple:

- If your property can only be seen in person, you are narrowing your reachable market to the people who can turn up on the day.
- If your inspection process requires physical attendance to even begin, you are asking prospects to pay the highest price upfront: time.

In a market where people are cautious with both money and time, that is a meaningful barrier.

The invisibility factor: when a property effectively "doesn't exist"

Most listings are discovered online. That's not new.

What is new is how quickly people filter. If a buyer or renter can't get enough clarity to rule a property in or out early, they often move on, not because the property is wrong, but because the process is too heavy. This is the invisibility factor.

A property can be beautifully presented, well-priced and in the right location, and still be overlooked if the first inspection requires too much effort.

Remote-first inspections reduce that effort. They give prospects a way to engage without committing to travel, parking, tolls, schedules, and the uncertainty of "maybe it's right, maybe it isn't". That's the idea behind the Open Home Live line: see it live before you drive.

For agents, that means fewer lost opportunities.

For owners, that means more genuine engagement.

For buyers and renters, that means a more confident shortlist.

Global reach: the prospects you're missing are often the best ones

Remote-first isn't only about convenience. It's about reach.

Consider the people who are most likely to value clarity and speed:

- Relocating professionals
- Interstate and international buyers
- Renters moving for work or family
- Buyers with limited availability due to work, childcare, kids' sport, or travel
- Owners who want the strongest possible pool of interest, not just the closest one

These prospects are not "less serious". Often, they are more serious because they are making a high-stakes decision with higher constraints. If the only way to see a property is to be there on Saturday at 10am, many of them simply cannot participate.

Remote-first inspections bring them back into the market.

What remote-first changes for each stakeholder

To keep this practical, here's what the digital imperative looks like across the lifecycle.

For selling agents and sellers

Open Home Live:

- adds at least one live, remote session every week, ideally straight after the midweek open home, and after Saturday opens where the schedule allows
- allows more prospects to see the property in the first week of the campaign

- helps qualify who is genuinely interested before the next open home or a private inspection
- supports stronger competitive tension by increasing access

The result is not "less physical". The open home stays. More buyers simply get to take part in it.

For leasing teams, property managers, and landlords

Open Home Live for rentals:

- gives renters who can't make the open inspection a live look the same week
- helps renters rule a property in or out before they take time off work
- supports faster shortlisting and a smoother application pipeline

The result is a more efficient process and a better experience for renters and for the professionals running the process.

For buyers and renters

Remote-first inspections:

- reduce wasted travel
- increase the number of properties you can evaluate
- help you make decisions with clearer evidence

You're not replacing the physical experience. You're protecting it by reserving it for the properties that genuinely make the shortlist.

The shift you're making in this chapter

The digital imperative is not about being modern. It's about being reachable. In a market dominated by digital discovery, accessibility is part of service quality.

Remote-first inspections are how you meet the market where it already is without sacrificing professionalism, trust, or the value of physical inspections.

Chapter 2 action

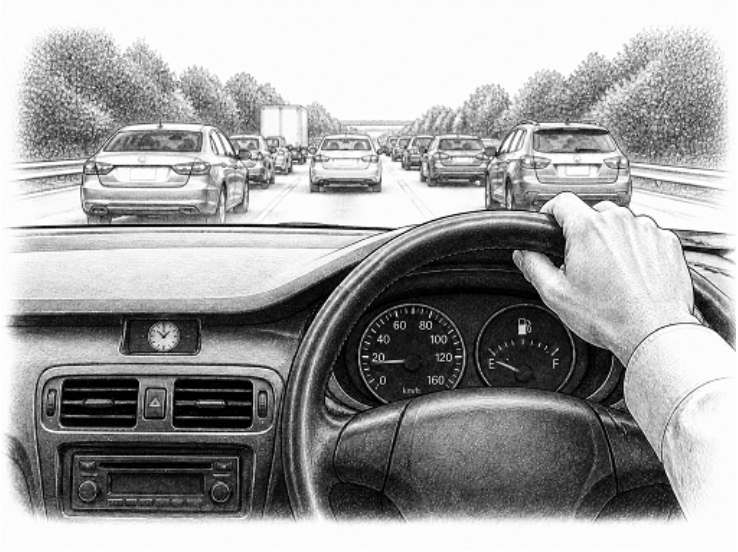
Choose one listing, for sale or for rent, and follow this week's open home or open inspection with an Open Home Live.

Your goal is simple:

- increase access
- build a stronger shortlist
- reserve physical inspections for the people who are genuinely ready

In Chapter 3, we'll quantify the hidden bill of physical-only inspections, and why the cost is far larger than fuel.

Chapter 3: The Hidden Cost: Quantifying Wasted Travel and Missed Deals



Most people underestimate the cost of physical-only inspections for one simple reason: they only count what they can see.

Fuel. Tolls. Parking. The occasional train ticket. Maybe a coffee grabbed between appointments.

But the real cost is rarely itemised.

It shows up as lost hours, delayed decisions, missed opportunities, and a slower path from interest to commitment. And because those costs are spread across agents, owners, buyers, and renters, they are easy to normalise.

Nobody has ever been sent an invoice for a wasted Saturday. If they had, the industry would have fixed this years ago.

In this chapter we'll make the hidden cost visible, not to be dramatic, but to be accurate. Because once you can see the true cost, the remote-first sequence stops feeling like a nice idea and starts looking like the obvious next step.

Beyond the fuel gauge: the three costs nobody invoices

Physical-only inspections create three categories of cost.

1) Time cost

Time is the only resource every stakeholder shares.

- For agents and property managers, time is capacity.
- For owners, time is days on market or vacancy rates.
- For buyers and renters, time is the difference between a confident shortlist and a frustrating search.

A single inspection can easily consume far more than the time spent inside the property. There's the travel. The waiting. The key collection. The coordination. The inevitable "just five more minutes".

And then there's the most common scenario of all: you arrive, step inside, and within seconds you know it isn't right.

Every buyer knows this moment. You know by the hallway that it's a no. You do the full lap anyway, out of politeness. So does the agent.

Not because anyone did anything wrong, simply because the layout feels off, the street is noisier than expected, the light isn't there, or the property just doesn't match what the buyer or renter imagined.

That's normal. What isn't normal is paying the full travel cost just to learn something you could have learned earlier.

Multiply that across a week, then across a month. The result is a quiet drain on productivity and momentum.

2) Opportunity cost

Opportunity cost is what you *could* have done with that time.

For a selling agent, that might be:

- making follow-up calls that convert interest into offers
- running an inspection for a different listing
- nurturing a buyer who needs reassurance
- meeting a potential vendor

For a leasing team, it might be:

- processing applications faster
- improving tenant communication
- reducing days vacant by shortening the decision cycle

For a property manager, it might be:

- resolving maintenance issues before they escalate
- documenting condition consistently
- delivering a better owner experience

For buyers and renters, it might be:

- viewing more options
- making a decision sooner
- avoiding the fatigue that leads to settling for the wrong property
- or watching your child score a goal at soccer

Opportunity cost is the cost you pay in outcomes.

3) Friction cost

Friction is the extra effort required to take the next step. The more friction there is, the more people hesitate.

A buyer who has to travel across a city for every "maybe" will attend fewer inspections. A renter who has to take time off work for every viewing will narrow their search. An owner who has to keep a property inspection-ready for repeated opens will feel the strain.

Friction doesn't just slow the process. It changes behaviour. And when behaviour changes, outcomes change.

The reality check: what does one week of inspections actually cost?

Let's do a simple, practical calculation. Pick a typical week.

Now estimate:

- average travel time per inspection (including getting there, parking, and moving on)
- average time on site
- average time spent coordinating (messages, calls, reschedules)

For many professionals, it's not unusual for a "30-minute" inspection to consume 90 minutes or more end to end.

Now multiply:

- 90 minutes × 10 inspections = 900 minutes
- 900 minutes = 15 hours

Fifteen hours. That's nearly two working days.

And that's before you count the emotional load of running late, managing expectations, and trying to keep momentum across multiple stakeholders.

Remote-first doesn't eliminate physical inspections. It reduces the number of times you pay this full cost for people who are not yet ready.

There's a second side to the sum in sales. An Open Home Live runs straight after the open home, while the agent is already at the property. It costs about 15 minutes, with no extra travel, and it can reach every buyer who couldn't make it.

Missed deals aren't always about price

When a deal doesn't happen, we often assume it's because the property wasn't right or the numbers didn't work. Sometimes that's true.

But many missed deals are simply missed moments.

- A buyer is interested on Tuesday, but can't inspect until Saturday.
- A buyer can't make Saturday at all, so they never see the property.
- A renter wants to decide quickly, but can't attend the inspection window.
- A seller loses momentum because the property can't be shown to the right people at the right time.

In those gaps, interest cools. Other options appear. Uncertainty grows.

Open Home Live closes that gap in sales. The Tuesday buyer joins the Open Home Live after the midweek open home from wherever they are, sees the property live, asks questions, and decides whether to come to Saturday's open. The buyer who couldn't make

Saturday joins the session straight after it, or, where the session is recorded, watches it later.

Remote-first inspections reduce the gap between interest and clarity. They make it possible to show the property when the prospect is engaged, not only when everyone can be physically present.

The environmental impact: efficiency that aligns with modern expectations

There's another part of the hidden cost that is becoming harder to ignore.

Unnecessary travel has a cost beyond the individual. Reducing repeated, low-value trips is one of the simplest ways to improve efficiency without asking anyone to sacrifice quality.

Remote-first inspections support a practical form of sustainability:

- fewer car journeys for "maybe" inspections
- fewer repeated trips for the same property
- more targeted physical attendance for serious prospects

It's not about making a statement. It's about running a smarter process.

What changes when remote becomes the first look

Here's the key idea: remote-first inspections turn physical attendance into a reward for seriousness.

Instead of asking everyone to travel just to find out whether a property is worth their time, you let them engage first, live, in HD, with documentation.

That changes the economics.

- Agents spend more time with qualified prospects.
- Owners get broader reach and better shortlists.
- Buyers and renters protect their time and make decisions with more confidence.

Physical inspections still happen. They just happen for the right people, at the right time.

The shift you're making in this chapter

The hidden cost of physical-only inspections is not a moral problem. It's a design problem. The process was built for a world where physical presence was the only reliable way to create visibility. That world has changed.

Remote-first inspections are the simplest way to keep the best part of the old model, trust, professionalism and human guidance, while removing the unnecessary cost.

Chapter 3 action

For the next seven days, track two numbers:

1. How many hours you spend travelling to and from inspections
2. How many interested people couldn't attend an inspection or open home, and how many of those inspections could have been a remote first look

You're not looking for perfection. You're looking for your first, easiest win.

In Chapter 4, we'll move into the sales lifecycle and show how **Open Home Live** turns every open home into more buyers, faster momentum and stronger competitive tension.

Chapter 4: Every Open Home, Followed by an Open Home Live



In property, momentum is everything. Not hype. Not pressure.

Momentum is simply the speed at which uncertainty turns into clarity. When momentum is strong, the right people see the property early, the right questions get answered quickly, and decisions happen while interest is still warm.

When momentum is weak, the opposite happens:

- buyers who can't make the open home never see the property
- questions pile up
- stakeholders lose confidence

- the best prospects drift to the next option

Open Home Live doesn't replace the traditional sales process. It doesn't replace the open home either. It extends the open home to every buyer who couldn't be there.

This chapter shows how **Open Home Live**, powered by **Buyers Connect**, strengthens momentum for both sides of the transaction:

- **Selling agents and vendors**, who need more qualified buyers and stronger competitive tension
- **Buyers**, who need confidence, documentation, and speed

The modern sales problem: attention is scarce, and travel is expensive

Buyers are more cautious than they used to be. Higher interest rates, cost-of-living pressure, and a constant stream of uncertainty in the news have changed behaviour.

People still want to buy. They just need more proof before they commit their time.

That creates a new challenge for agents. You can't assume a prospect will travel for a "maybe". And you can't assume they'll be free at 10am on Saturday.

The agent who wins is the one who gets the property in front of the most qualified buyers, the fastest.

What the open home does well, and where it stops

The open home works. It creates a crowd, a sense of competition, and a reason for buyers to act. Vendors expect it, and buyers who attend in person are often the most motivated. Nothing in this chapter asks you to give that up.

But the open home has limits:

- it happens at one place, at one time
- buyers have jobs, children, sport and travel
- interstate, overseas and relocating buyers can't get there at all
- the weather, traffic and a clash with another open home all cost you attendees

Saturday at 10am is also when half your buyers are standing on the sideline of an under-nines soccer match, with a coffee in one hand and your listing open in the other.

So interest builds online, and then only part of it turns up on the day. The rest either waits a week, or quietly moves on.

Momentum killers (and how they quietly cost you deals)

If you've ever felt like a listing "should have sold" but didn't, it's worth looking at the momentum killers.

1) The attendance gap

Every open home has buyers who wanted to come and couldn't. They don't show up in your numbers, so they're easy to forget. But they were real buyers, and they might have been the one who paid the most.

For each of those buyers, the chance of seeing the property that week was zero. Open Home Live turns that zero into something more than zero, and across a whole campaign, that adds up to more buyers.

2) The "first look" problem

Many buyers don't need a full physical inspection to rule a property out.

They need a *first look* that answers a handful of fast questions:

- Does the layout work?
- Is the natural light what the photos suggested?
- How does the street feel?
- Are the rooms proportioned the way the listing implies?

When the only way to get that first look is to travel to an open home, you create wasted effort for everyone.

3) The follow-up spiral

After an open home, the follow-up can drag:

- "Can you check the ceiling height in the second bedroom?"
- "What's behind that door near the laundry?"
- "Can you confirm the condition of the balcony?"

None of these questions are unreasonable. But the process becomes inefficient when the only way to answer them is another trip, another call, another delay.

What Open Home Live is

Open Home Live is a simple routine. Straight after an open home, the selling agent runs a live HD showing of the same property for remote buyers. It takes about 15 minutes.

- The agent is already at the property, so there's no extra travel.
- The property is already presented, so there's no extra preparation for the vendor.
- Many buyers join the same session at once, from wherever they are, on their phone.
- Buyers ask questions in real time, and every buyer sees the same walkthrough.

It's not a pre-recorded video. It's not a virtual tour. It's live, guided by the agent, and documented. See it live before you drive.

The working standard is simple: **every listing has at least one Open Home Live every week of the campaign.**

- **Midweek is the anchor.** Run it straight after the midweek open home, when you have time and aren't racing to the next property. For many agents, this will be the main Open Home Live of the week.
- **Saturday is a bonus.** Run one after a Saturday open home wherever the schedule allows, such as after the last open of the day, or on a listing with a gap after it.
- **When Saturday is back to back, move it.** If your Saturday is a run of open homes with no gap, schedule that listing's Open Home Live for Saturday afternoon once the opens are done, or early in the week. Buyers who couldn't make Saturday still get a live look within a day or two.

Every open home, followed by an Open Home Live, is the aim. At least one Open Home Live per listing, every week, is the rule that is never skipped.

From a favour to a standard

Most agents already do remote showings. A buyer rings, explains they're interstate, and the agent walks through the property on FaceTime. It's helpful, and it's a start. But it's a favour, not a system.

You know the routine. One hand holding the phone, the other opening wardrobes, describing the ensuite while the phone points to a close-up of someone's ceiling fan.

The ad hoc approach has a ceiling. It only reaches buyers confident enough to ask. Most buyers who can't make Saturday don't ring the agent. They simply move on to the next listing, and the agent never

knows they were lost. It also gives every buyer a different experience, leaves no record, and depends on the agent remembering.

Open Home Live turns remote showings into a repeatable system:

- **Every property.** It's set up when the listing goes live, not when a buyer asks.
- **Every week.** At least one runs every week of the campaign, ideally straight after the midweek open home, and after Saturday opens where the schedule allows.
- **Every buyer can opt in.** The self-registration link sits on the listing ad, your website and your emails, so buyers register themselves without having to ask anyone for a favour.
- **Every session is the same.** One guided walkthrough, many buyers, the same questions answered for all, feedback captured, and, with recording turned on, a replay for those who missed it.

Think about professional photography and floor plans. Nobody forces an agent to use them. But no serious agent would list a property without them today, and a vendor would rightly ask why if they did. Open Home Live belongs in the same category: part of what a properly marketed listing includes.

That's the ethic this book asks you to adopt. Not "we can do a video if you'd like". Instead: **every property we sell has an Open Home Live, every week.**

Some sessions will be small, especially on quieter listings. That's fine. You're already at the property, it costs you 15 minutes, and the one remote buyer who joins may be the one who pays the most. A standard only works if it's applied every time, not just when you expect a crowd.

The Open Home Live advantage: clarity while interest is still warm

Open Home Live changes the timing of certainty. Instead of waiting for next Saturday, a buyer can see the property properly, live, the same day. Instead of relying on memory, they can rely on documentation. Instead of asking the agent to repeat the walkthrough one buyer at a time, they all see it together.

The result is simple: **faster clarity creates faster decisions.**

And faster decisions create stronger outcomes.

What Open Home Live changes (for both sides)

Buyers Connect is designed around one goal: make the first look the most useful look.

Not the longest. Not the most theatrical. The most useful.

For selling agents and vendors: reach, qualification, and competitive tension

1) Every interested buyer gets a look in the first week. Buyers who couldn't make the open home still see the property, live, the same day. That's more buyers in the campaign from the start.

2) Qualify serious interest earlier. Open Home Live doesn't increase tyre-kickers. It filters them out sooner. The people who stay engaged through a live session are the people worth following up, and the people most likely to turn up at the next open home.

3) Create fair competitive tension. When many buyers attend the same Open Home Live session, you reduce the "information advantage" problem. Everyone sees the same walkthrough. Everyone has the same opportunity to ask questions. That

transparency increases confidence. And confidence is what turns interest into offers.

4) Get feedback straight away. Straight after the session, each buyer answers quick Yes/No questions, with room for comments: whether they are in a position to buy now, if they want contact from the agent, the contract, a private inspection, updates on offers or auction, and whether the price guide is in line with their expectations. The agent has qualified feedback before they've left the property.

5) Reach buyers who missed it. With recording turned on, the session can be shared afterwards with buyers who registered but couldn't attend, including by a link in an email.

6) Fill the session without extra admin. Agents share a self-registration link on their own website and on their portal ads. Buyers register themselves, and only registered buyers can join.

For buyers: confidence, documentation, and control

Buyers are managing risk. They want speed, but they also want reassurance. Buyers Connect supports that reality, and it's free for buyers.

1) See more properties without burning days in the car. Open Home Live lets buyers cover more ground while staying selective about physical travel.

2) Take photos and private notes in the moment. Buyers capture observations while they're seeing the property, not hours later.

3) Keep a clear record. A PDF report doesn't just help the buyer. It helps the agent communicate professionally and reduces second-guessing.

The Remote-First Inspection Sequence in sales

Here's how the sequence looks with Open Home Live.

1. **Online interest** (portals, social, database), with the Open Home Live registration link on the listing
2. **Open home, followed by an Open Home Live** (buyers attend in person, or live from wherever they are)
3. **Shortlist and follow-up** (feedback questions, answers, and recordings where turned on)
4. **The next physical step** (most interested buyers come to the next open home; some ask for a private inspection)
5. **Offer and negotiation** (with clearer expectations)

This is not a radical change. It's the same campaign, with one extra 15 minutes after an open home that brings in the buyers who couldn't be there.

Notice what step 4 means. For most remote buyers, the next physical step is simply the next open home. Open Home Live doesn't reduce open home attendance. It feeds it with buyers who have already seen the property and still want to come.

Why this improves the vendor experience, too

Vendors don't just want a sale. They want a clean, confident campaign.

Open Home Live increases:

- the number of buyers who see the property early in the campaign
- qualified engagement, and better attended open homes
- the quality of feedback
- confidence that no serious buyer was left out

And it reduces:

- private inspection requests from buyers who would have ruled the property out in two minutes
- the frustration of "lots of interest" that doesn't convert

Vendors feel the difference when the process feels deliberate.

Where to start (without changing everything)

You don't need to overhaul your campaign. Start with one simple rule: **Every listing has an Open Home Live, every week.**

That single habit protects time for everyone involved. It also makes your service feel modern, structured, and client-first.

Chapter 4 action

Pick one active listing.

For the next two weeks, run at least one Open Home Live a week, straight after an open home, and offer it to:

- out-of-area, interstate and overseas buyers
- time-poor professionals and families
- anyone who enquired but couldn't make the open home

Track three outcomes:

1. How many buyers saw the property through Open Home Live who otherwise wouldn't have
2. How many of those came to the next open home or asked for a private inspection
3. How many private inspections you *didn't* need to run for buyers who ruled the property out live

Call to action

If you want to test this without committing to a new process, start small.

Download **Buyers Connect**. Every new office gets five free showings, so you can run Open Home Live on your next listing and quickly see where the extra buyers and momentum show up in your pipeline.

In Chapter 5, we'll shift from sales to leasing, and look at how **Renters Connect** applies the same remote-first discipline to reduce vacancy rates and speed up decisions, without adding more work for the team.

Chapter 5: Faster Leasing: Open Home Live with Renters Connect



Vacancy rates don't just affect revenue. They affect confidence.

For owners, every extra day vacant feels like a financial leak you can't quite stop.

For property managers and leasing teams, vacancy is pressure: less income, more enquiries, more inspections, more follow-up, more admin, all while the clock keeps ticking.

For renters, the experience can feel like a sprint: short viewing windows, competing applicants, and the fear of missing out on the right place.

In that environment, the teams that win aren't the ones who run more inspections. They're the ones who move qualified renters from interest to decision faster. That's what remote-first leasing is designed to do.

And that's where **Renters Connect** fits.

The leasing reality: speed matters, but so does certainty

Leasing sits in a unique tension.

- Move too slowly and you lose good applicants.
- Move too quickly and you increase the risk of the wrong fit.

The traditional approach tries to solve this by increasing volume: more opens, more attendees, more follow-up.

But volume doesn't always create clarity. Often it creates noise.

Remote-first leasing flips the logic: **create clarity first, then increase commitment.**

The hidden cost of "just come to the open"

In sales, wasted travel is frustrating. In leasing, it's often a deal-breaker.

Many renters are time-poor. They're working shifts. They're managing kids. They're commuting. They're trying to secure a home without taking multiple hours off work.

We schedule rental inspections for 4:15 on a Tuesday, then wonder why the applicants with full-time jobs didn't turn up.

When the only option is a narrow inspection window, you unintentionally filter out strong applicants. Not because they aren't interested. Because they can't make the logistics work.

Remote-first leasing gives you a way to keep those applicants in the process without creating extra work for the team.

What slows leasing down (even when demand is high)

When a property is in demand, it's tempting to assume leasing will take care of itself. But high demand doesn't guarantee fast decisions. It often creates bottlenecks.

1) The scheduling squeeze

Opens are constrained by:

- tenant availability
- access and keys
- staff capacity
- travel time between properties

When schedules tighten, the time between enquiry and inspection grows. And when that gap grows, momentum drops.

2) The "inspection-to-application" gap

Many renters walk through a property and still feel unsure. Not because the property is wrong. Because they didn't get a clear, guided view.

They missed the storage. They didn't see the laundry properly. They couldn't check the outside noise level from the bedroom window. They didn't have time to ask questions.

So they hesitate. And hesitation is how you lose good applicants.

3) The follow-up overload

Leasing teams spend a surprising amount of time answering the same questions:

- "Is there a dishwasher?"
- "Is the balcony covered?"
- "How big is the second bedroom?"
- "Is there room for a desk?"
- "Is there broadband connected?"

Again: reasonable questions. The inefficiency is that these questions arrive after the inspection, and they arrive one by one.

Remote-first leasing reduces the follow-up burden by answering more questions during the first look and by creating a record renters can revisit.

The remote-first leasing advantage: more renters reached, better decisions

Remote-first leasing isn't about replacing the open inspection. It's about making sure renters who can't get there still get a proper look.

Renters Connect helps you:

- give renters a high-quality first look without requiring travel
- guide attention to the details that drive decisions
- keep renters who can't attend in the running
- move strong applicants to application faster

The goal is simple: **more renters reached, faster commitment, lower vacancy rates.**

Open Home Live for leasing

The same routine that works in sales works in leasing. Leasing agents already run open inspections at set times, often with a queue at the door. Open Home Live simply adds a live session straight after, for the renters who couldn't be there.

If anything, renters need it more than buyers. Rental open inspections are often short, sometimes 15 minutes on a weekday afternoon, and renters are more likely to be working shifts, juggling children, or moving from another city. Every one of them who can't get to the open inspection has a zero chance of seeing the property that week. Open Home Live turns that into something more than zero.

The standard is the same as in sales: **every rental listing has at least one Open Home Live every week**, ideally straight after an open inspection.

- The leasing agent is already at the property, so there's no extra travel.
- Many renters join the same session from their phone, ask questions live, and see the same walkthrough.
- Renters register themselves through a link on the listing ad, so they don't have to ring and ask for a favour.
- Renters take private notes and photos during the session, so they can compare properties properly afterwards.

What Renters Connect changes (for both sides)

Renters Connect is built to make the first inspection more useful for renters and for leasing teams.

For property managers and leasing teams: speed without chaos

1) Respond to enquiries with a next step, not a waiting period. When someone enquires and can't make the open inspection, you can point them to this week's Open Home Live, rather than asking them to wait for an open they may never get to.

2) Save wasted trips, for them and for you. Renters who rule a property out live don't need a private inspection, and those who come to the next open already know they're interested.

3) Create a cleaner application pipeline. Renters who have seen a guided live session and had their questions answered know what they're applying for. That reduces churn in the application stage.

For renters: clarity without disruption

Renters aren't looking for a "virtual tour". They're looking for certainty.

1) See the property properly, not just through photos. A live walkthrough shows what matters: flow, light, proportions, and feel.

2) Ask questions in the moment. Instead of emailing back and forth, renters can get answers while they're engaged.

3) Make decisions faster. When the first look is clear, the next step becomes easier.

The Remote-First Inspection Sequence in leasing

Here's what the sequence looks like for leasing.

1. **Enquiry** (portals, signboards, database), with the Open Home Live registration link on the listing
2. **Open inspection, followed by an Open Home Live** (renters attend in person, or live from wherever they are)

3. **Shortlist and questions answered** (with less back-and-forth)
4. **The next physical step** (the next open inspection, or a private inspection, where the agency or landlord requires one)
5. **Application and approval** (with fewer surprises)

This is not about making leasing impersonal. It's about making it more professional. More structured. More respectful of time.

Does an Open Home Live count as having inspected the property?

Many agencies only accept rental applications from people who have inspected the property themselves. That's a reasonable rule, and Open Home Live doesn't ask you to drop it. For now, the safest approach is to treat Open Home Live as the first look, with step 4 as the physical inspection before an application.

But the rule is worth revisiting. Renters already work around it: paid inspection services send a stand-in to the open inspection, who signs in at the door in the renter's name. The renter still hasn't seen the property with their own eyes.

An Open Home Live attendance is arguably stronger evidence. The renter registered in their own name, attended live, saw a guided walkthrough, and asked their own questions. Some agencies and landlords may decide that's enough to accept an application, especially for interstate and overseas renters. That's a policy decision for each agency, and one worth testing.

Why owners feel the difference

Owners often judge a leasing team by one outcome: speed. But what they really want is *confident* speed.

Remote-first leasing supports that by:

- reducing days vacant without lowering standards
- improving the quality of applicants who reach the final stage
- creating a process that feels deliberate and modern

It's easier to build owner trust when your leasing process is clearly designed, not improvised.

Where to start (without changing your whole week)

Start with one property. Pick a listing that typically attracts high enquiry but also high drop-off. Then apply one simple rule: **every rental listing has at least one Open Home Live every week.**

Chapter 5 action

For the next seven days, track:

1. The time from enquiry to first inspection
2. The percentage of renters who move from inspection to application
3. The number of renters who saw the property through Open Home Live who otherwise wouldn't have

You're looking for one thing: a cleaner pipeline.

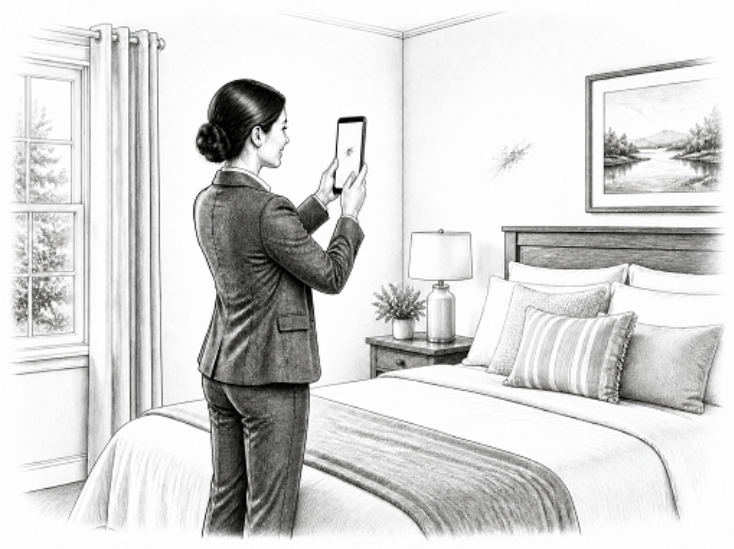
Call to action

Download **Renters Connect** and run Open Home Live on your next rental listing. You'll quickly see where it reduces wasted time, improves applicant quality, and helps lower vacancy rates.

In Chapter 6, we'll move from leasing into ongoing ownership and show how **Tenant Connect** applies the same remote-first discipline

to property condition inspections, documentation, and long-term asset protection.

Chapter 6: Protecting the Asset: Remote-First Condition Inspections with Tenant Connect



Sales and leasing get the headlines. But long-term value is protected (or lost) in the quiet middle.

Routine inspections. Condition documentation. Maintenance follow-up. The small issues that become expensive when they're missed, delayed, or disputed.

This is where property management earns its keep.

It's also where time disappears. Because condition inspections are still often treated as a physical-only task: travel to the property, walk through, take photos, write notes, then try to assemble a coherent record afterwards.

That process works until volume increases, staff capacity tightens, or stakeholders are in different locations.

Remote-first condition inspections don't remove professionalism. They strengthen it.

And that's what **Tenant Connect** is designed to support: **remote-first property condition inspections** that are live, guided, and properly documented.

The condition inspection problem: it's not just the inspection, it's the evidence

Most disputes don't happen because people are dishonest.

They happen because memory is unreliable.

- A photo doesn't show scale.
- A note doesn't capture context.
- A rushed inspection doesn't capture the one detail that matters later.

Ask an owner and a tenant to describe the same carpet stain a year later, and you'll hear about two different carpets. And when the record is incomplete, everyone pays:

- owners lose confidence
- tenants feel unfairly judged
- property managers spend hours clarifying, chasing, and defending decisions

The goal of a condition inspection isn't just to *look*. It's to create a record that stands up over time.

Why physical-only condition inspections strain teams

Condition inspections carry a unique load. They're recurring. They're time-sensitive. And they're often spread across large geographic areas. That creates three predictable pressures.

1) Travel becomes the bottleneck

Even when the inspection itself is straightforward, the travel isn't.

A 20-minute walkthrough can consume a few hours when you include:

- driving
- parking
- access coordination
- delays and reschedules
- travel between properties

The result is a familiar trade-off: either you do fewer inspections, or you do them faster. Neither option improves quality.

2) Documentation becomes inconsistent

When teams are stretched, documentation is often where corners get cut, not intentionally, but practically.

- fewer photos
- less detail
- less consistency between inspectors

That inconsistency is what creates risk later.

3) Follow-up becomes a second job

When the record is incomplete, follow-up expands:

- clarifying questions
- re-visits and back-and-forth with tenants

- reassurance calls to owners

Remote-first inspections reduce follow-up by improving the first record.

Remote-first condition inspections: what changes when the record is built live

Remote-first condition inspections aren't about doing less. They're about doing the important part, the record, better.

A live, guided inspection creates three advantages.

1) Consistency

When the inspection is structured, the output is structured. That means:

- the same rooms covered in the same order
- the same standards applied across properties
- fewer gaps in the record

2) Clarity

A live walkthrough captures context that photos alone can miss. It's easier to show:

- where damage is located
- how severe it is
- what might have caused it
- what needs attention now versus later

3) Trust

Trust improves when the process is transparent. Tenants are more likely to accept outcomes when they feel the inspection was fair and properly documented.

Owners are more likely to trust recommendations when they can see the evidence clearly.

What Tenant Connect changes (for property managers, owners, and tenants)

Tenant Connect is designed to make condition inspections more reliable and less time-intensive, without lowering standards.

For property managers: quality at scale

1) Reduce wasted travel without reducing oversight. Remote-first inspections help you reserve physical travel for the properties that truly require it.

2) Create a stronger record, faster. A guided live inspection improves the quality of documentation and reduces the time spent reconstructing details later.

3) Reduce disputes and follow-up. When the record is clear, there's less to argue about and less to chase.

For owners: confidence and asset protection

Owners want to know two things:

- the property is being cared for
- issues are being identified early

Remote-first condition inspections support that by producing clearer evidence and a more consistent cadence.

For tenants: fairness and transparency

Tenants don't want surprises. They want a process that feels reasonable.

A remote-first approach can feel less invasive than repeated physical visits, and more transparent when the outcome is documented properly.

The Remote-First Inspection Sequence in property management

Here's the same remote-first discipline applied to condition inspections.

1. **Schedule the inspection** (with clear expectations)
2. **Remote-first condition inspection** (Tenant Connect)
3. **Document and share outcomes** (evidence-led, consistent)
4. **Escalate to physical attendance when needed** (exceptions, not default)
5. **Maintenance follow-up** (with a clearer starting point)

This keeps the human judgement where it belongs, in interpreting the evidence and managing the relationship, not in spending hours on the road.

Where to start (without changing your compliance approach)

Remote-first doesn't mean remote-only. Start with the inspections where travel is most wasteful and the record matters most:

- properties that are far from the office
- routine inspections where the goal is consistency
- situations where owners are anxious and need clearer evidence

Then apply the same rule as the earlier chapters: **remote-first for the first pass, physical attendance for exceptions.**

Chapter 6 action

For the next month, pick one portfolio segment (even 10 to 20 properties) and track:

1. Travel hours saved
2. Inspection documentation quality (completeness and consistency)
3. Follow-up time reduced (calls, emails, re-visits)
4. Owner satisfaction (confidence, fewer "what's happening?" messages)

Call to action

Download **Tenant Connect** and run your first remote-first condition inspections. You'll quickly see where the time savings appear, and where better documentation reduces disputes and protects the asset.

In Chapter 7, we'll pull these threads together and show how a remote-first inspection system becomes a competitive advantage across sales, leasing, and property management, without losing the human element.

Chapter 7: The Remote-First Inspection System (Your Competitive Advantage)



By now, the pattern should be clear. Remote-first isn't a feature. It's a system.

A repeatable way to reach more people, reduce wasted time, increase certainty, and improve the quality of decisions, without removing the human element that makes real estate work.

In Chapters 4 to 6 we applied the same discipline across the three areas where inspections shape outcomes:

- **Sales**: an Open Home Live on every listing, every week, reaching more buyers and qualifying them faster (**Buyers Connect**)
- **Leasing**: a weekly Open Home Live on every rental listing, reducing vacancy time and improving applicant quality (**Renters Connect**)
- **Property management**: protecting the asset with stronger condition records (**Tenant Connect**)

This chapter pulls those threads together into one practical operating model that your team can adopt, measure, and improve.

The real shift: from "inspection events" to an "inspection system"

Most agencies treat inspections as one-off events. A booking. A time slot. A person showing up.

But when inspections are handled as isolated events, you get predictable problems:

- quality varies by staff member
- documentation varies by property
- follow-up work expands
- clients feel uncertainty (and uncertainty becomes friction)

A system fixes that. A system creates:

- **consistency** (what gets checked, what gets recorded, what gets shared)
- **predictability** (what happens next, and when)
- **accountability** (who owns the next step)
- **scalability** (more volume without a proportional increase in travel)

Remote-first is the lever that makes the system practical.

The Remote-First Inspection Sequence (RFIS)

Here's the core model you can apply across sales, leasing, and property management.

1. **Remote-first live inspection (first look).** Do the walkthrough live, guided, and documented. In sales and leasing, this is the Open Home Live.
2. **Shortlist and qualify.** Use the evidence and feedback to rule properties in or out quickly.
3. **Escalate to physical only when it adds value.** In sales and leasing, that's usually the next open, or a private inspection for those who ask. In property management, physical attendance becomes the exception, not the default.
4. **Document outcomes and next steps.** Turn the inspection into a record that reduces future disputes and follow-up.
5. **Close the loop.** Offers, leasing decisions, maintenance actions: whatever the next step is, it's triggered with clarity.

This is not a theory. It's a workflow.

And it works because it aligns with how people actually make decisions:

- they need **evidence**
- they need **context**
- they need **confidence**

What changes when you run inspections remote-first

Remote-first changes three things immediately.

1) The first look becomes the most valuable look

In traditional workflows, the first inspection is often the least documented. It's rushed. It's reactive. And the record is assembled later.

Remote-first flips that. The first look becomes:

- structured
- evidence-led
- shareable

That reduces the need for repeat visits and repeated explanations.

2) Your best people spend less time travelling and more time advising

Travel is not where your expertise shows. Your expertise shows in:

- interpreting what matters
- advising on risk
- setting expectations
- guiding the next decision

Remote-first shifts time away from roads and towards judgement.

3) Trust becomes a by-product of the process

When clients can see what you saw, trust increases. Vendors and owners trust recommendations. Buyers feel more confident. Tenants feel the process is fair.

And internal teams trust the record, because it's consistent.

The three stakeholder outcomes (why this becomes a competitive advantage)

A remote-first inspection system isn't just operationally efficient. It's commercially powerful. Because it improves outcomes for the three groups that decide whether you win and keep business.

For owners and vendors: reach and qualification

Owners want two things at the same time:

- maximum exposure
- serious, qualified interest

Remote-first inspections expand reach (more people can attend) while improving qualification (you can filter faster). In sales, Open Home Live means every buyer who couldn't make the open home still gets a look, and the ones who come to the next open home are already interested.

For buyers and renters: confidence and speed

The modern buyer and renter is time-poor, comparison-driven and tech savvy. They want to rule properties in or out quickly.

Remote-first gives them:

- a live experience
- a clearer record
- faster shortlisting

Which reduces decision fatigue and increases follow-through.

For your agency: capacity and consistency

Remote-first creates capacity without lowering standards.

It reduces:

- travel hours
- reschedules
- repeated explanations
- dispute time

And it increases:

- buyer and renter reach
- documentation quality
- team consistency
- client confidence
- throughput

That's a competitive advantage because it's hard to copy quickly. Anyone can say "we do video".

Not everyone can run a system.

How to implement RFIS without disrupting your business

You don't need a big rollout. You need a controlled pilot.

Step 1: Choose one workflow to pilot

Pick one of these:

- a weekly Open Home Live on every sales listing for a specific team, price band or region
- Open Home Live on rental listings of a specific property type
- routine condition inspections for a specific portfolio segment

Start where reach is most limited or travel most wasteful, and where outcomes are easiest to measure.

Step 2: Define what "remote-first" means in your agency

Keep it simple:

- in sales and leasing, every listing has at least one Open Home Live every week, ideally after the midweek open home
- in property management, remote-first is the default first look
- physical attendance is used when it adds value
- documentation is created live, not reconstructed later

In sales and leasing, make this agency policy, not personal preference: Open Home Live is set up on every listing at the moment it goes live, with the registration link on the ad from day one. It's not something an agent arranges when a buyer happens to ask.

Step 3: Set expectations with clients

The script is straightforward:

- Sales and leasing: "Can't make the open? Join the Open Home Live from wherever you are. If you like it, come to the next open, or we'll arrange a private inspection."
- Property management: "We'll run this routine inspection live and remotely, to save time and create a clear record. If anything needs closer attention, we'll arrange a physical visit."

This positions remote-first as professional, not as a compromise.

Step 4: Measure four numbers for 30 days

Track:

1. **Reach and travel** (extra buyers or renters reached, travel hours saved)
2. **Time-to-decision** (shortlist, apply, offer, maintenance approval)
3. **Follow-up volume** (calls, emails, re-visits)
4. **Conversion outcomes** (Open Home Live to next open home or private inspection, inspection to application, inspection to offer, dispute reduction)

If you can show improvement in two of these, you'll have internal buy-in. If you can show improvement in all four, you'll have a new operating model.

The full playbook, with roles, checklists and reporting, is in Appendix A.

Chapter 7 action

Choose one team, one segment, and one month. Run the Remote-First Inspection Sequence as written.

At the end of 30 days, you should be able to answer:

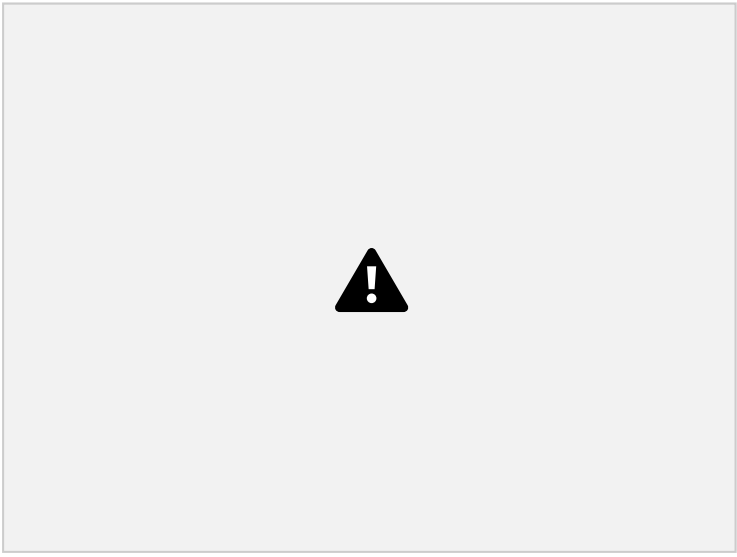
- Who did we reach that we would otherwise have missed?
- Where did we save time?
- Where did we improve decision quality?
- Where did we reduce friction and follow-up?
- What should we standardise across the agency?

Remote-first doesn't replace your professionalism. It operationalises it.

In Chapter 8, we'll address the objections, compliance, client expectations, and the fear that "remote" means lower quality, and

show how the best agencies position remote-first as a premium standard, not a shortcut.

Chapter 8: Objections, Compliance, and Why Remote-First Is a Premium Standard



Every operational improvement meets the same resistance at first. Not because it's wrong. Because it's different. Remote-first inspections challenge a habit that's been treated as "the way it's always done" in real estate: if it matters, you must attend in person.

But the goal isn't to replace in-person. The goal is to **use in-person where it adds value**, and to stop locking people out when they can't be there.

This chapter addresses the most common objections, the compliance concerns, and the positioning shift that makes remote-first feel like an upgrade rather than a shortcut.

The core misunderstanding: remote-first is not remote-only

When people hear "remote inspection", they often assume:

- lower quality (FaceTime, WhatsApp, Zoom)
- less accountability
- higher risk
- a weaker client experience

That's only true when remote is used as a substitute. Remote-first is different.

Remote-first is a *sequence*:

1. **A live remote first look** to create evidence and qualify quickly
2. **Physical attendance** when it adds value (the next open home, a private inspection, complexity, risk)

In other words: **remote-first protects time and widens reach. Physical protects certainty.**

Used together, you get both.

Objection 1: "Why would I pay for it when FaceTime is free?"

It's the first question most agents ask, and it's a fair one. FaceTime is free, it's already on your phone, and it works. If a buyer rings once a month and asks for a video walkthrough, FaceTime will do the job.

But that's the favour model, not a system. The real comparison isn't the price of an app. It's what each approach delivers, and what it costs you in time.

	FaceTime	Open Home Live
Buyers per session	One at a time	Many at once
How buyers find it	They have to ask you	They register from the listing ad
Your time for five remote buyers	Five separate calls	One 15-minute session
Buyer notes and photos	None	Captured in the app, with a PDF report
Feedback afterwards	Whatever you remember to ask	Captured straight after the session
Record of who attended	None	Every registered attendee, by name
What the vendor sees	Nothing	A visible, professional standard

The free option has a hidden cost: your time. Five FaceTime calls of 15 minutes each, plus the messages to arrange them, is well over an hour. One Open Home Live covers all five buyers in 15 minutes, while you're already at the property.

And the biggest difference doesn't appear in the table. FaceTime only reaches the buyers confident enough to ask. Open Home Live reaches the ones who would never have rung you.

Put the cost in context, too. Open Home Live is charged per property, and it's a small fraction of a typical marketing campaign, in the same category as professional photography or a floor plan. Many agents will choose to include it in the vendor's marketing package for the same reason: it's part of how the property is marketed.

The premium framing

"FaceTime is a favour for one buyer. Open Home Live is a standard for every buyer. We include it on every listing because it brings more buyers to your property, and it costs less than the photos."

Objection 2: "We'll miss something if we're not there in person"

This is the most common concern, and it's valid. But it's also worth being honest about what happens in practice. In-person inspections don't automatically guarantee quality.

Quality comes from:

- a structured process
- consistent coverage (room by room)
- clear documentation
- accountability for follow-up

Remote-first can *increase* those things because the record is created live and deliberately.

The premium framing

"We're not reducing the inspection. We're improving the evidence. And we still attend physically when it matters."

Objection 3: "Clients will think we're cutting corners"

Clients don't resist remote-first because they love travel.

They resist it because they fear:

- being deprioritised
- losing control
- losing certainty

So the solution is not to "sell" remote-first. It's to **position it as a higher standard of service**.

The premium framing

"We start with a live remote inspection because it's faster, more transparent, and creates a clearer record. If the property is shortlisted, we'll arrange the physical inspection as the next step."

That language does three things:

- signals professionalism
- sets expectations
- keeps the client in control

Objection 4: "Won't Open Home Live take buyers away from my open home?"

This is the selling agent's version of the same worry, and it deserves a straight answer.

Open Home Live runs straight after the open home, not instead of it. The buyers who join are, overwhelmingly, buyers who couldn't come anyway. Without Open Home Live, they don't see the property at all that week.

And when a remote buyer likes what they see, their next step is usually the next open home. So Open Home Live doesn't drain the crowd. It feeds it with buyers who have already seen the property and still want to come.

The premium framing

"Every open home, followed by an Open Home Live. The open home stays exactly as it is. We just make sure no interested buyer misses out."

Objection 5: "Buyers can just ask me if they want a remote showing"

They can. Most won't.

A buyer who can't make Saturday rarely rings an agent they've never met to ask for a private video call. They scroll to the next listing. The buyers who do ask are the confident few, so a remote showing on request only ever reaches a small part of the market, and you never see the ones you lost.

Offering Open Home Live on every listing changes who it reaches. The registration link is right there on the ad. Buyers don't have to ask for a favour; they just register.

The premium framing

"Every property we sell has an Open Home Live every week. You don't need to ask; just register on the listing."

Objection 6: "What about compliance and regulations?"

Compliance matters. And it varies. Remote-first doesn't ask you to ignore your obligations.

It asks you to separate two questions that are often mixed together:

- **What must be done?** (your legal and policy requirements)
- **What is the most efficient first step?** (your operational workflow)

In many cases, remote-first can be used to:

- qualify and shortlist
- document condition and issues
- prepare stakeholders

before any required physical step occurs.

A practical rule

Use remote-first for:

- first-look walkthroughs
- early evidence gathering
- stakeholder alignment

Use physical attendance for:

- final decision points
- higher-risk properties
- exceptions and edge cases
- any scenario where your compliance requirements demand it

Remote-first doesn't replace compliance. It reduces wasted effort *around* compliance.

Objection 7: "Our team won't adopt it"

Adoption fails when remote-first is treated as a technology rollout. This isn't a technology rollout.

It's a workflow upgrade.

So the implementation needs to focus on:

- role clarity
- simple scripts
- measurable wins
- a short pilot window

Open Home Live helps here, because it's a habit rather than a project: one extra 15 minutes at the end of something the agent is already doing.

The adoption principle

Don't ask the whole business to change. Ask one team to prove it works. Then standardise what worked.

Objection 8: "Video is awkward. People won't engage."

Some people won't. But most will, if the session is guided. The difference between an awkward video call and a professional remote inspection is structure.

We all learned in 2020 that an unstructured video call is mostly people saying "you're on mute". A guided walkthrough is a different thing.

A guided remote-first inspection:

- sets expectations upfront
- follows a consistent flow
- captures evidence deliberately
- ends with clear next steps

That's what turns "video" into a service.

The positioning shift: from "convenience" to "certainty"

If you position remote-first as convenience, you'll attract convenience objections.

- "I'd rather just go in person."
- "It's easier if you come out."

But if you position remote-first as **certainty and access**, the conversation changes.

Remote-first becomes:

- a way to make sure no interested buyer or renter misses out
- a faster way to qualify
- a clearer way to document
- a more transparent way to serve clients

Convenience is a side benefit. Certainty is the value.

The scripts: simple language that makes remote-first feel premium

You don't need a long explanation. You need a confident standard.

Script for sales (Open Home Live, with Buyers Connect)

"Can't make Saturday? Join the Open Home Live straight after the open home, from wherever you are. You'll see the property live, ask questions in real time, and decide quickly whether it's worth a visit. If it is, come to the next open home, or we'll arrange a private inspection."

Script for leasing (Open Home Live, with Renters Connect)

"Can't make the open inspection? Join the Open Home Live from wherever you are. If you like it, come to the next open inspection, or we'll arrange a private inspection before you apply."

Script for condition inspections (Tenant Connect)

"We run a remote-first condition inspection to create a clear, consistent record. If anything needs closer attention, we'll escalate to a physical visit. This approach reduces disputes and protects the asset."

Chapter 8 action

Pick one objection you hear most often. Write your agency's one-sentence standard response. Then test it for 30 days.

If the response is confident and consistent, two things happen:

- clients accept it as normal
- staff stop treating it as optional

Remote-first becomes premium when you treat it like a standard.

In Chapter 9, we'll look at how to turn remote-first into an authority builder that drives leads, trust and growth. The playbook for running it day to day (roles, checklists and reporting) is in Appendix A.

Chapter 9: Turning Remote-First Into Authority, Leads, and Growth



Remote-first starts as an operational improvement. But once it works, it becomes something more valuable. A visible standard. A point of difference.

A reason clients choose you.

This final chapter shows how to turn the **Remote-First Inspection Sequence** into an authority builder, one that generates leads, increases trust, and supports growth without relying on hype.

The real marketing advantage: you can prove what you do

Most agencies market in promises.

- We work hard.
- We get results.
- We are proactive.

Nobody has ever advertised that they're lazy, get poor results and wait for the phone to ring. That's why those promises tell a vendor nothing.

Remote-first gives you something stronger: **evidence of a better process.**

When you can show how you reach more buyers, reduce wasted inspections, improve documentation, and create clearer decisions, you stop competing on slogans.

You compete on standards.

Authority is built by teaching the sequence

The fastest way to become a trusted authority is to explain your method clearly. Not in a sales pitch. In a framework.

That's what the Remote-First Inspection Sequence is:

- simple enough to understand
- practical enough to implement
- valuable enough to share

When you teach it, you position your agency as the one that has thought this through.

The three trust signals that remote-first creates

Remote-first builds trust because it improves three things clients care about.

1) Transparency

Clients can see what you saw. That reduces suspicion, reduces disputes, and increases confidence.

2) Competence

A structured process signals professionalism. The more consistent your method, the more competent you appear.

3) Control

Remote-first gives clients a sense of control:

- they can attend from anywhere
- they can ask questions live
- they can make decisions faster

Control reduces anxiety, and reduced anxiety increases conversion.

How to turn remote-first into lead generation (without being salesy)

You don't need a complicated funnel. You need a clear offer and a clear next step.

Step 1: Name the standard

People trust what they can label. That's why, in sales and leasing, the standard has a name: **Open Home Live**.

Every open home, followed by an Open Home Live.

See it live before you drive.

A good name does work that a feature list can't. Buyers understand it straight away, because they already know what an open home is. Vendors understand it, because their open home stays. And agents can say it in one breath.

A name also turns a habit into an expectation. Professional photos and floor plans became standard because agents stopped treating them as optional extras and vendors started expecting them.

Open Home Live can follow the same path, but only if it's applied to every property, every week. The day buyers start asking "is there an Open Home Live?", the standard has been set.

In property management, use the same discipline: pick a plain label for your standard, such as Remote-First Condition Inspections, and use it the same way every time. Consistency is what turns a label into a standard.

Step 2: Put the sequence everywhere

Your authority grows when the same method appears across:

- listing presentations and vendor proposals
- listing ads and your website, with the Open Home Live self-registration link
- leasing proposals
- management agreements
- social posts
- onboarding emails

Not as a feature list. As a process.

Step 3: Offer a low-friction first experience

Remote-first is easiest to adopt when the first experience is simple. That's why every new office gets five free Buyers Connect showings, and Buyers Connect is free for buyers.

It lets agents and clients experience the standard before they commit.

The content engine: what to publish when you don't want to sell

If you want leads without sounding salesy, publish what your market finds useful. Remote-first gives you endless material.

Here are five content categories that build authority quickly.

1. **The hidden cost of physical-only inspections** (time, reschedules, follow-up, buyers who never got a look)
2. **The remote-first sequence** (how Open Home Live works, when to escalate to physical)
3. **The evidence standard** (what good documentation looks like)
4. **Client objections and your responses** (positioning remote-first as premium)
5. **Before and after outcomes** (extra buyers reached, travel saved, faster decisions, fewer disputes)

Each piece should end with a simple invitation to try the approach.

The long-term advantage: remote-first becomes your operating identity

Over time, the agencies that win are not the ones with the loudest marketing. They're the ones with the clearest standards.

Remote-first becomes part of your identity when:

- staff describe it the same way
- clients expect it, and buyers ask "is there an Open Home Live?"
- your documentation is consistently stronger
- your time-to-decision is consistently faster

At that point, you're not just using a tool. You're running a system.

Final action

Pick one workflow. Run the Remote-First Inspection Sequence for 30 days. Measure the four numbers.

Then make it visible:

- add it to your proposals
- teach it in your content
- standardise it in your playbook

Because the real promise of remote-first is not technology. It's time, and reach.

Time returned to your team. Time returned to your prospects and clients. More of the right people in every campaign. And all of it turned into growth.

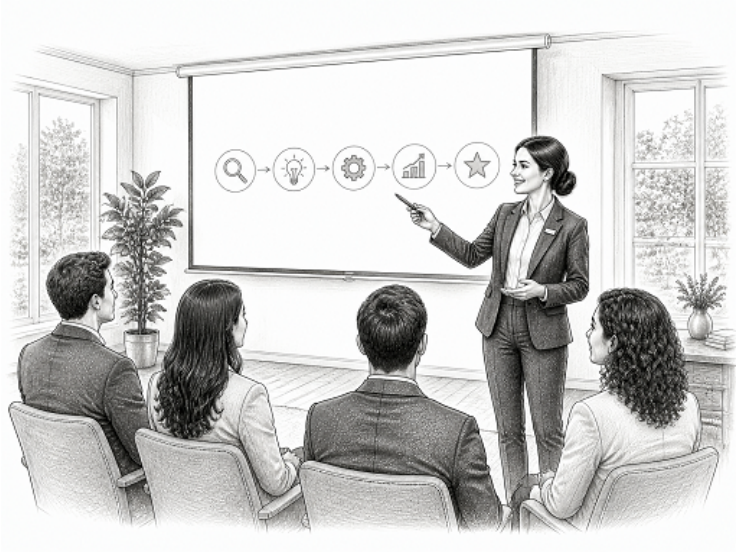
That first month will tell you everything you need to know.

Two appendices follow the Conclusion.

Appendix A is the playbook: roles, checklists and reporting.

Appendix B is a plain-English guide you can share with vendors, landlords, buyers, renters and tenants.

Conclusion: Make Remote-First Your Standard



Real estate will always be human. People will always want reassurance. They will always want to feel confident before they commit to a purchase, a lease, or a decision about the condition of an asset.

But the way that confidence is built is changing. The market is more digital. Clients are more time-poor. Costs of living are going up. And inspections, the moments where decisions are made, are under pressure.

That's the digital imperative: **keep the human element, but modernise the method.**

What this book has argued

This book has made one practical case: physical-only inspections create unnecessary cost, friction, and delay, and they lock out the people who can't be there.

Not because in-person is wrong. But because it's being used as the only way in, even when it adds no value.

The alternative is a system.

A repeatable sequence that widens reach, protects time, improves evidence, and increases confidence:

- **Remote-first live inspection (first look)**
- **Shortlist and qualify**
- **Escalate to physical only when it adds value**
- **Document outcomes and next steps**
- **Close the loop with clarity**

In sales and leasing, that first look has a name: Open Home Live. Every listing, every week.

Remote-first is not remote-only. It's a professional discipline.

The promise: more of the right people, fewer wasted inspections, better decisions

When you run inspections remote-first, four outcomes show up quickly.

1) Reach grows

Buyers and renters who couldn't be there still get a proper look. Campaigns start with more of the right people in them.

2) Time returns to your team

Less travel. Fewer reschedules. Less follow-up. More capacity for judgement, advice, and relationship management.

3) Evidence becomes stronger

A live, guided session creates a clearer record than photos and notes assembled later. That reduces disputes and increases confidence.

4) Decisions happen faster

Shortlisting improves. Momentum improves. And clients feel more in control because they can see what you saw.

The three contexts, one system

Remote-first isn't a single use case. It's the same discipline applied across the three inspection-heavy workflows in real estate:

- **Sales**: an Open Home Live on every listing, every week, with **Buyers Connect**
- **Leasing**: an Open Home Live on every rental listing, reducing vacancy time and improving applicant quality, with **Renters Connect**
- **Property management**: protect the asset with stronger condition records using **Tenant Connect**

Different stakeholders. Same sequence. Same standard.

The real competitive advantage: a visible method

Most agencies compete on claims. Remote-first lets you compete on standards.

When you can explain your method clearly, and prove it with outcomes, you become easier to trust. And when you become easier to trust, you become easier to choose.

Your next step (keep it simple)

Don't try to change everything. Pick one workflow. Pick one team. Run the Remote-First Inspection Sequence for 30 days.

Track the four numbers:

1. Reach and travel
2. Time-to-decision
3. Follow-up volume
4. Conversion outcomes (or dispute reduction)

Then standardise what worked. That's how remote-first becomes normal. Not a novelty. Not an experiment.

A premium standard.

Final call to action

If you're ready to implement remote-first now, start with the app that matches your workflow:

- **Buyers Connect** for Open Home Live in sales
- **Renters Connect** for Open Home Live in leasing
- **Tenant Connect** for condition inspections

Because the future of inspections isn't less human. It's less wasted.

Start remote-first.

Escalate with intent.

Build trust through evidence.

Appendix A: The Playbook: Roles, Checklists and Reporting

Remote-first only becomes a competitive advantage when it becomes *repeatable*. Not dependent on one champion. Not reinvented by every staff member. Repeatable means you can hand it to a new team member and get the same standard of service.

That's what a playbook does.

This appendix gives you the practical structure: roles, checklists and reporting, so the Remote-First Inspection Sequence becomes an operating model, not a good idea.

The goal of the playbook: consistency without rigidity

A good playbook doesn't turn your agency into a script. It does three things:

- defines the minimum standard (what must happen every time)
- creates shared language (so clients and staff hear the same message)
- reduces decision fatigue (so the process runs smoothly under pressure)

Remote-first works best when the *sequence* is consistent, even if the properties and clients are not.

The three roles you need (even if one person wears multiple hats)

You don't need a new org chart. You need role clarity.

1) The Host (runs the session)

The Host is responsible for:

- setting expectations at the start
- guiding the walkthrough room by room
- keeping the session on time
- ensuring the right questions are answered and evidence is captured
- closing with clear next steps

In sales, this is typically the selling agent running the Open Home Live. In leasing, it may be a leasing consultant or property manager. In condition inspections, it's usually the property manager or inspection specialist.

2) The Participant (asks, notes, qualifies)

The Participant is responsible for:

- asking questions that clarify fit and risk
- capturing photos, notes and decisions
- confirming next steps

In Buyers Connect, this is the buyer. In Renters Connect, this is the prospective tenant. In Tenant Connect, this is the tenant.

3) The Coordinator (makes the sequence frictionless)

The Coordinator is responsible for:

- scheduling and access coordination
- sharing the registration link, or inviting the right people
- sending the "what to expect" message
- managing reschedules
- confirming the physical step when required

In smaller agencies, this is often the same person as the Host. But naming the role matters because it prevents the "everyone thought someone else did it" problem.

The minimum standard: what must happen every time

If you standardise nothing else, standardise these five elements.

In sales, there's one standard that sits above all five: **every listing has at least one Open Home Live every week, set up at listing time.** The five elements below describe how each session runs. This one makes sure the sessions happen at all.

1) The opening (60 seconds)

Start every remote-first session with the same structure:

- confirm who is present
- confirm the purpose of the session
- confirm how questions will work, and remind participants to leave their feedback after the session
- confirm what happens next (next open home, private inspection, shortlist, decision)

This reduces awkwardness and increases engagement.

2) The walkthrough flow (room by room)

A consistent flow creates consistent evidence.

Your flow can be simple:

- entry and exterior context
- living areas
- kitchen
- bedrooms
- bathrooms
- storage and garage

- outdoor areas
- anything else you want to see before we wrap up?

The point is not the exact order. The point is that you have an order.

3) The evidence rule (show, don't assume)

Train your team to capture evidence deliberately:

- show the thing, then show the context around it
- show scale (distance and close-up)
- narrate what is being shown
- confirm what is and isn't included (fixtures, appliances, boundaries)

This is what reduces disputes and follow-up.

4) The decision checkpoint (two questions)

End every session with two questions:

1. Is this property shortlisted?
2. What is the next step, and by when?

In Open Home Live, Buyers Connect asks this for you: straight after the session, each buyer answers several Yes/No feedback questions.

Remote-first creates speed when decisions are captured immediately, not sometime later.

5) The close (clear next steps)

Close with:

- a summary of what was covered
- the next step (next open home, private inspection, application, offer, maintenance action)
- who owns it
- when it will happen

That's how you turn a session into momentum.

The checklists: keep them short, keep them used

Checklists fail when they are long. If your checklist needs a staple, it's a manual, and nobody reads the manual.

They succeed when they are:

- short
- visible
- aligned to outcomes

Below are four checklists you can adapt.

Checklist A: Pre-session (Coordinator)

- confirm property address and session purpose
- share the registration link, or confirm attendees and contact details
- send the "what to expect" message
- confirm access and timing
- confirm the escalation rule (when physical happens)

Checklist B: During session (Host)

- run the 60-second opening
- follow the room-by-room flow
- explain evidence deliberately
- invite questions at natural checkpoints
- confirm shortlist and next step before ending

Checklist C: Post-session (Host or Coordinator)

- send summary and next step
- schedule physical inspection if required
- log outcomes (shortlisted or not, risks, actions)
- trigger maintenance, leasing or sales workflow

Checklist D: Open Home Live (selling or leasing agent)

- set up Open Home Live on every listing at listing time, not when a buyer asks, and put the registration link on the listing, your website and portal ads
- run the open home or open inspection as normal
- start the Open Home Live within 15 minutes of the open home closing; on a back-to-back Saturday, book it for Saturday afternoon or early next week instead
- review buyer feedback before you leave the property (Buyers Connect)
- if recording is on, share it with registered buyers who missed it (Buyers Connect)
- invite interested buyers or renters to the next open, or book a private inspection for those who ask

Reporting: the four numbers that prove it works

If you want adoption, you need proof. Not opinions.

Track these four numbers for each workflow (sales, leasing, condition inspections):

1. **Reach and travel** (extra buyers or renters reached, travel hours saved)
2. **Time-to-decision** (shortlist, apply, offer, approval)
3. **Follow-up volume** (calls, emails, re-visits)
4. **Conversion outcomes** (Open Home Live to next open home or private inspection, inspection to application, inspection to offer, dispute reduction)

Then review them weekly for one month. When staff see the wins, remote-first stops being optional.

The client messaging: one standard, three contexts

Your playbook should include one consistent message that appears everywhere:

We use a live remote inspection to give everyone a clear first look, create a clear record and save unnecessary travel. If the property is shortlisted or needs closer attention, the next step is physical.

Then you tailor it by context:

- sales: every listing has an Open Home Live every week; interested buyers come to the next open home or book a private inspection
- leasing: every rental listing has an Open Home Live every week; interested renters come to the next open inspection or book a private one
- condition: escalate to a physical visit if anything needs closer attention

Same system. Same standard.

Your one-page playbook

Build your playbook in one page. Not a binder. One page that includes:

- the Remote-First Inspection Sequence
- the three roles
- the five minimum standards
- the checklists
- the four reporting numbers

Then run it for 30 days with one team.

Appendix B: A Guide for Vendors, Landlords, Buyers, Renters and Tenants

This book is written for agents. But agents don't work alone, and the people on the other side of every inspection have a stake in how it's run. This appendix is for them. Agents, feel free to share it with your clients.

What Open Home Live is, in plain terms

An Open Home Live is a live video walkthrough of a property, run by the agent, straight after an open home or open inspection. Anyone who registers can join on their phone, from wherever they are. They see the property in real time, ask questions, and take notes. It's not a pre-recorded video or a virtual tour. It's live, and the agent is guiding it.

For vendors: more buyers in your campaign

Your open home only reaches the buyers who can get there on the day. Some of the strongest buyers, interstate, overseas, working weekends, or relocating, can't.

Open Home Live brings them into your campaign from the first week.

Questions to ask your agent before you sign:

- Will my property have an Open Home Live every week of the campaign?
- How will buyers register? Will the link be on my listing ads?
- What feedback will you share with me after each session?
- Will sessions be recorded for buyers who miss them?

An agent who can answer all four confidently is running a system, not doing favours.

For landlords: fewer vacant days

Every week a property sits empty costs you rent. Renters who can't make a 15-minute weekday inspection often move on to the next listing. Ask your property manager whether your rental will have a weekly Open Home Live, and how they'll handle applications from renters who first saw it live.

For tenanted properties, ask whether routine condition inspections can be run remotely and live, with a proper record. You'll get clearer evidence of how your property is being cared for, often more often and with less disruption.

For buyers: see more, travel less

Open Home Live lets you rule properties in or out without losing a Saturday to the car. To get the most from it:

- Register through the link on the listing, and join on time.
- Ask the questions that matter to you: light, noise, storage, the street.
- Use the app to take private notes and photos as you go.
- If you like it, go to the next open home or ask for a private inspection. Seeing it live first means you'll arrive knowing what to look for.
- Answer the agent's feedback questions afterwards. It's the fastest way to get the contract, a price update or a private inspection.

For renters: don't miss the right place

Rental inspections are short and often at awkward times. Open Home Live gives you a proper look without taking time off work. Join, ask your questions, and if it's right, follow the agent's next step quickly. Some agencies will still want you to inspect in person before you apply, so check their policy early.

For tenants: fairer, less intrusive inspections

Routine condition inspections don't have to mean a stranger walking through your home while you're at work. A remote-first inspection lets you be part of it, see exactly what's recorded, and raise anything you want noted. A clear, shared record protects you as much as the owner.

The common thread

Whether you're selling, buying, leasing, renting or living in a property, the same things matter: seeing clearly, being heard, and having a fair record of what was seen.

Remote-first inspections give you all three.

If your agent doesn't offer them yet, ask.

