

# VIRTUAL OPEN HOUSE GUIDELINE

## GENESIS HOMES ' BRAND STANDARDS



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# INTRODUCTION

Thank you for showing interest in hosting a Virtual Open House at one of our Model Homes. We are thrilled that you want to showcase our home to your prospects. For this to be a successful Virtual Open House, please use this pamphlet to help guide you when developing and marketing your event. This guideline will walk you through our process, our rules, and regulations, as well as our brand standards.

We want your Virtual Open House to be a win-win for both parties involved. We love trying new ideas and out of the box concepts. If you have an idea that you want to try, let us know, and we can brainstorm together to see how we can make it work. At Genesis Homes, memories start here, so let us work together to begin forming those memories for your potential buyers!

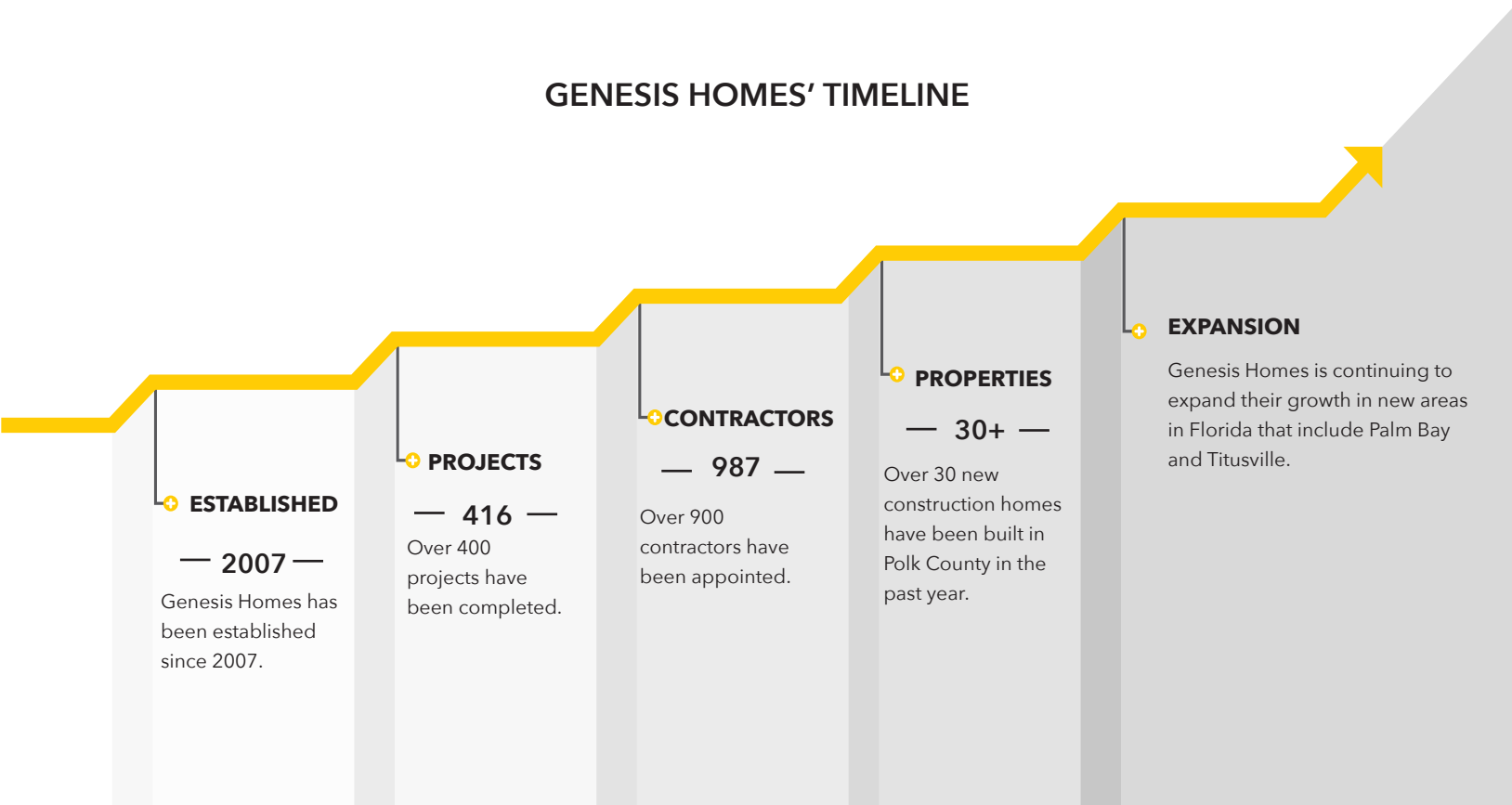


## ABOUT GENESIS HOMES

Genesis Homes is a home builder who creates high-quality homes built to ensure your home is safe and ideal for comfortable living with versatile living spaces. We take pride in the homes we build for families because we would build the same quality of homes for ours. We are a family-owned business that loves providing homes that provide comfort, ease, and that “no place like home” feel.

Genesis Homes is a premier real estate development company with operations in Florida. We are currently developing over 100 residential sites and have developed several commercial properties in Central Florida, as well. The principals of Genesis Homes have built hundreds of homes since 2007. Together they have forged an enviable reputation for quality construction and excellent customer service. They are dedicated to creating outstanding homes for today’s families and offering homes with innovative designs.

### GENESIS HOMES’ TIMELINE





# OPEN HOUSE GUIDELINES

Please read the following pages CAREFULLY and use it as a guideline in your participation in hosting a Virtual Open House with us.



## AT-A-GLANCE

+ SCHEDULE A MEETING

+ KNOW THE FACTS

+ SELECT A DATE

+ PROMOTE

+ GRAPHICS

+ DURING THE EVENT

+ FOLLOW-UP

# OPEN HOUSE GUIDELINES

## + SCHEDULE AN INTRODUCTION MEETING

Scheduling a meeting with a team member from Genesis Homes is the first step in hosting a Virtual Open House with us. It's essential that you connect with us to learn about our culture, our brand standards, and our requirements. A conference call can be scheduled with one of the following team members.

Jennifer Inanc | Director of Marketing  
jennifer@genesishomesFL.com

Hircanys Vicioso | Sales Manager  
hircanys@dumont-realty.com

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## + KNOW THE FACTS

It's important that Genesis Homes is being represented correctly at Virtual Open House events. During your introduction meeting, you will be informed of Genesis Homes' policy and procedures when hosting an event at one of our properties. You will also be given our most updated inventory list of homes, floor-plans, and other marketing materials (electronically and/or printed) to help aid you when speaking about Genesis Homes.

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## + SELECT A DATE

We understand timing is everything, and we will try our best to accommodate your requested date for hosting a Virtual Open House. However, adequate notice must be given to Genesis Homes to ensure our guidelines are understood. We recommend at least a one (1) week notice from your requested event date.

# OPEN HOUSE GUIDELINES

## + PROMOTE

Individuals hosting a Virtual Open House are required to promote their event and be responsible for providing any marketing needed to make their event successful.

Genesis Homes will aid in promoting the event by sharing the event details on our social media pages, newsletter and event calendar on our website. Details of the event must be provided to Genesis Homes for us to help promote the event effectively.

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## + GRAPHICS

If help is needed in creating graphics for the event flyer or invite, please contact Genesis Homes. Provided enough time is given, Genesis Homes can create a digital event flyer.

If the individual is creating the graphics themselves, they **MUST** submit it for approval to Genesis Homes before making it visible to the public. We require that our **logo and web address** be included in any graphic elements.

Genesis Homes has a large library file of high resolution photos of our model homes and properties. Please contact our Director of Marketing, Jennifer Inanc at [jennifer@genesishomesFL.com](mailto:jennifer@genesishomesFL.com) to request access to these photos.

# OPEN HOUSE GUIDELINES

## + DURING THE EVENT

Genesis Homes will ensure the model home is ready before your arrival for set-up. You may utilize our SONOS speaker at our model home, as well as our TV, to display any presentation. Our marketing folders will be placed on the kitchen counter with our supporting documents inside. The supporting documents consist of our Floor-Plans, Standard Features and our Top Five Reasons flyer. If you are requesting additional information to be included in these folders, such as our Inventory List, please notify us in advance. These materials must be presented and made available to your attendees during the Virtual Open House. Genesis Homes will provide you with the electronic files for these materials so you may email them to those who request this information.

The model home should be left in the same condition it was found in. Any trash from your event will need to be placed inside the trash can, and the trash bag will need to be tied. Please be sure to turn off all lights, TVs, and music at the end of the event. The door will need to be locked when exiting the Model Home.

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## + FOLLOW UP

Following up for an event is just as important as planning for one. If a registration list was created, we ask that you share your attendee's name and contact information with Genesis Homes. This will assist us in registering the leads that come in from your hosted event to ensure you are being tied to your potential buyer.



## FAQ's and Tips

### + FAQ's

#### How do I do a Live Stream Virtual Tour?

Consumer-focused platforms (B2C) are currently the most popular platforms for video streaming, sharing, and hosting. YouTube Live and Facebook Live are considered heavy-hitters in this market. Agents can use their smartphones or tablets to stream to either of these platforms.



#### How do I raise the quality of my live stream video?

Raise the quality of your live stream by using a wide-angle lens on a good camera. Don't forget about sound – a good microphone could also make a huge difference. Little details like this could help create a good, long-lasting impression.

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### + TIPS

- Be sure to use as many factual adjectives as possible. Call attention to the [standard features](#) as you see them throughout the home.
- Walk and pan slowly while describing features of the home. It's important that buyers are given a realistic impression of the home, just as they would if they were there in person.
- Allow live Q&A with potential buyers during or at the end of your tour.
- After the live stream is over, the virtual open house video becomes on-demand content, which can then be shared, downloaded, edited, and re-purposed. You now have a house tour video that you can share on Instagram, YouTube, Facebook, or even through email.

# BRAND STANDARDS

## LOGO CLEAR SPACE

To ensure our brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, or modify any part of the logo.

Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

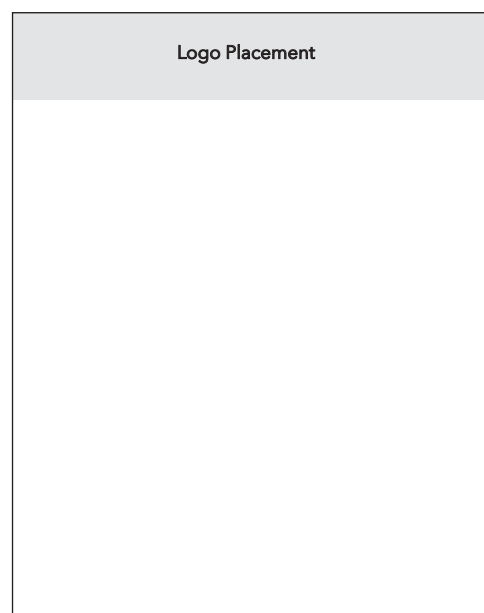
Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the negative space below, up to the uppercase letters, known as the 'cap-height'. The width is equal to the same distance.)



## LOGO PLACEMENT

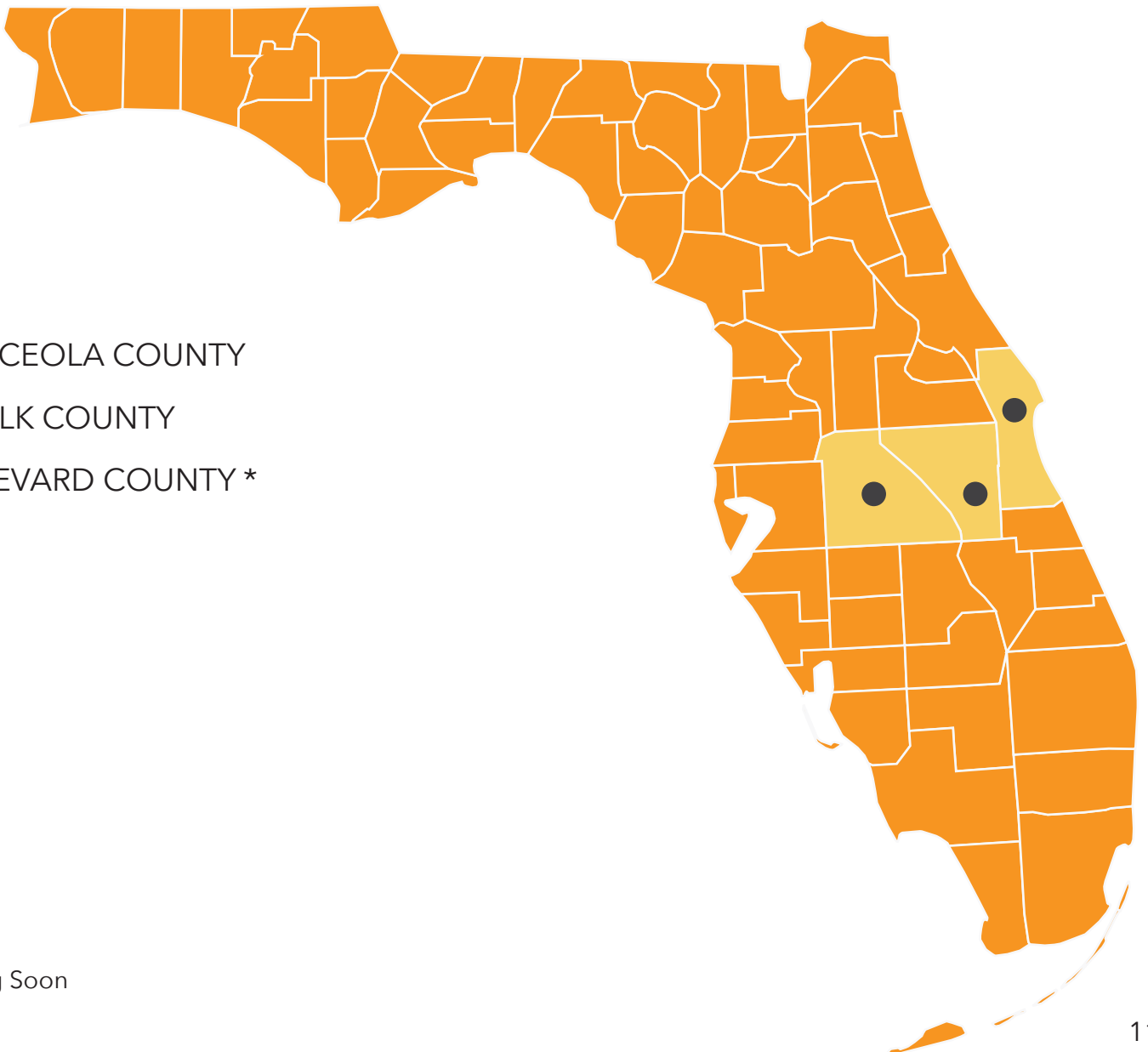
Genesis Homes' logo is to be placed in the header on all printed materials. The header is indicated by the gray space.



## PROPERTIES

Genesis Homes offer new construction homes for sale in some of the most desirable locations throughout Osceola and Polk counties. We are a growing company that continues to expand into the southeastern markets. To access our full list of current inventory, please visit our website at [www.geneshomesFL.com](http://www.geneshomesFL.com)

- OSCEOLA COUNTY
- POLK COUNTY
- BREVARD COUNTY \*



\*Coming Soon

# GENESIS HOMES' LENDERS

## Finding The Best Solution For Your Needs



**CONTACT NAME:** Kenol Cadet  
**EMAIL:** Kenol.Cadet@nafinc.com  
**PHONE:** 407-399-0278  
**OFFICE #:** 800-450-2010 x3324  
**WEBSITE:** www.KenolCadet.com

**CONTACT NAME:** Edwin Caraballo  
**EMAIL:** Edwin.Caraballo@nafinc.com  
**PHONE:** 787-415-4772  
**OFFICE #:** 800-450-2010 x3061  
**WEBSITE:** www.nafhomes.com/EdwinCaraballo



**CONTACT NAME:** Will Morgan  
**EMAIL:** wmorgan@residential savings mortgage.com  
**PHONE:** 954-923-1285  
**WEBSITE:** www.residential savings mortgage.com

\*You are not required to use one of these lenders. Genesis Homes can offer incentives if one of these preferred lenders are used. It is always recommended to familiarize yourself with different loan options before moving forward with one.