InstaShow+

Co-founder Al Romero combines his passion for technology and real estate to create a platform that helps agents convert showings into sales.

For real estate agents, handling showings and generating leads can be some of the most time-consuming aspects of the job. From scheduling conflicts and safety concerns of meeting prospects at vacant properties to online platforms **redirecting valuable buyer leads** away from their listings, the process is often inefficient. Recognizing these challenges, Al Romero, co-founder of InstaShow+, set out to change the game.

"I've always had a passion for technology," Al says. "I started out working at Circuit City, where I had access to the best consumer tech before most people even knew about it. That's where I first learned how technology could simplify everyday tasks."

Al later became a real estate agent, but when the 2008 market crash hit, he shifted gears. A friend at Google encouraged him to apply for a position, and after multiple rounds of interviews, he joined the company. But real estate kept pulling him back.

"I still had past clients calling me, asking for help. I never really left real estate—I just looked at it from a different angle," he says. "Then, during a broker licensing course, an instructor challenged us to come up with a way to improve the industry. That's when I realized how outdated the showing process was. I knew there had to be a better way."

That idea became **InstaShow+,** an all-in-one platform that automates scheduling, secures open touring, and turns showings into lead-generating opportunities.

A Smarter and Safer Way to Schedule Showings
InstaShow+ offers two types of showings: guided tours with an agent and self-guided open tours. The platform integrates scheduling, messaging, and identity verification into one system, eliminating the back-and-forth communication that causes friction in the process.

"With InstaShow+, agents don't have to juggle texts, emails, and multiple apps just to schedule a tour and ensure their safety,"

Al explains. "Buyers or renters can book a showing instantly, and agents can focus on their clients instead of logistics."

One of the key features is **secure self-guided open touring.** Verified buyers can schedule a tour, complete a biometric face scan for ID verification, and access the property through a Bluetooth-enabled lock. A portable camera with two-way audio lets agents greet visitors remotely, answer questions in real time, and monitor their showings.

"Open touring allows agents to be in two places at once," Al says. "Instead of spending hours at a vacant property waiting for buyers who might not show up, agents can focus on high-value tasks while their automated open house runs in the background—giving buyers seamless, secure access and collecting leads from every visitor."

Security is a top priority. Every user undergoes an ID verification and background check before they can book a tour. At the time of entry, the system requires **biometric re-verification,** ensuring that only the verified individual can enter.

"Safety is a big concern in real estate," Al says. "Agents are often meeting strangers at vacant properties. With InstaShow+, they know exactly who's scheduling to tour a home."

Turning Showings into Sales
InstaShow+ isn't just about scheduling—it's a lead generation tool. Unlike traditional platforms, InstaShow+ verifies buyers upfront, giving agents direct access to serious prospects. Our first-of-its-kind consumer-to-agent scheduling is the key to stopping listing agent's buyer leads from being diverted away to **be auctioned off by** lead providers. InstaShow+ instantly provides agents with a verified and background-checked photo, email, and phone number of the lead.

"Everything in real estate starts with a lead," Al says. "You can be the best negotiator in the world, but if you don't have

a steady flow of leads, it doesn't matter. InstaShow+ helps to connect agents with the hottest leads who are actively scheduling tours and visiting properties."

Agents are also using InstaShow+ to attract builder clients by offering **self-guided model home tours.** Instead of staffing model homes every day, they can provide buyers with instant access while still collecting verified leads.

"Builders love it because it makes their homes available seven days a week without needing an agent on-site," Al explains. "Agents love it because they can service multiple listings at once and capture high-intent buyers."

Another feature that's gaining attention is the **built-in Touring Agreement option.** With recent changes to buyer agent agreements, many realtors are looking for ways to ensure compliance. InstaShow+ enables agents to activate the automated touring agreement feature during scheduling, with a customizable full buyer agency agreement in development. In just minutes, potential buyers can be identified, undergo a background check, schedule a showing, and sign the necessary agreement to tour a property, experiencing no friction.

"As consumer expectations evolve, the industry is changing with them. Forward-thinking agents are adapting to stay ahead," Al says. "With our Touring Agreement feature, agents can confidently stay compliant while making sure buyers understand the process upfront."

More Showings, Less Effort
Managing multiple listings can be overwhelming, especially with client schedules constantly changing. InstaShow+ helps by automating the scheduling process, reducing no-shows, and eliminating the hassle of coordinating with different lockbox providers.

"We built InstaShow+ to work for any licensed real estate agent in the U.S.," Al says. "It doesn't matter what MLS or association you're with—it just works."

For real estate teams, the platform allows agents to **invite colleagues** to manage showings. If one agent isn't available, another team member can step in to prevent missed opportunities. The system also sends automated follow-ups, helping agents stay engaged with buyers even after a tour. "Follow-ups are where a lot of deals fall apart," Al explains. "With InstaShow+, agents don't have to manually track every lead. The system keeps the conversation going so nothing slips through the cracks."

Open-Touring, a self-guided showing experience, has gained popularity across the real estate industry, especially in the rental market. Studies show that 60% of first-time renters prefer self-tours, and nearly 10% of self-tour prospects convert to a lease—double the conversion rate of traditional agent-led tours at just 5%.

"For buyers, it's all about convenience," Al says. "They want to tour homes on their own schedule. Agents who embrace Open-Touring will attract more leads, close more deals, and free up more of their time."

For some agents, this has been a game-changer. **Sarah Martinez, a real estate agent in Austin,** says InstaShow+ has helped her increase her weekly showings while cutting down on wasted time.

"Before InstaShow+, I'd block out entire afternoons for showings, only to have buyers reschedule or not show up," Sarah says. "Now, pre-qualified prospects book open tours on their own time. If a property is vacant, it gets InstaShow+."

A New Standard for Showings
Al's background in technology and real estate has shaped how he views the industry.

"Real estate is about people, but it's also about systems," he says. "Technology should make agents' lives easier, not more complicated. That's what InstaShow+ is designed to do." As real estate continues to evolve, efficiency is becoming just as important as expertise. InstaShow+ gives agents the tools to automate showing logistics, capture verified leads and provide buyers with seamless access to properties.

"For agents managing multiple listings or team leaders looking to grow their business and **protect their leads,** InstaShow+ isn't just convenient—it's a competitive advantage," Al says. "It lets agents work smarter, not harder, while giving buyers a better experience."