

# VIEWING PROPERTIES VIRTUALLY DURING COVID-19



## TERMS...



### Virtual Tour:

- Pre-recorded media (slide show, video, or other media) hosted online and available to watch at any time.
- “Branded” vs. “UnBranded” is determined by whether the listing broker or the listing firm is identifiable in the tour’s URL, pictures, video, etc.



### Virtual Open House (Broker/Public/Office):

Real-time (live) scheduled event conducted virtually via live stream (or similar delivery).

#### \*Distinctions:

- **Public:** Open invitation to any number of prospects.
- **Broker:** Open invitation to all Brokers/Agents.
- **Office:** Open invitation only for Brokers/Agents within the same firm or office.



### Virtual Showing:

Real-time (live) scheduled property showing conducted virtually via live stream (or similar delivery) for a customer or client.

#### \*Distinction:

For an identified customer or client. Not an open invitation for others to attend (*private showing*).

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## 5 BEST PRACTICES

- 1** Follow the guidelines established in your state's executive order about essential business and permitted brokerage activities.
- 2** The health and safety of clients and customers, and the real estate professionals who serve them is paramount.
- 3** Use virtual options first. If you're using any vendor's or third-party's video recordings or photographs, make sure you obtain or have the rights necessary to use them.
- 4** Understand that people have different levels of concern over the pandemic, the precautions to take, and the desire for physical showings. Work to address individual needs, be flexible.
- 5** Provide proper guidance and tips to the seller if they will perform any streaming or video recording for virtual tours, showings or open houses.

### Where physical inspection of property is permitted:

- Limit the number of guests and time in the property
- Wear protection (masks, gloves, etc.)
- Instruct people to not needlessly touch or sit on furniture
- No overlapping showing times
- Discuss the best times, days, and proper notice with the seller(s)



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