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)