

Showing Homes While Social Distancing

Despite challenges presented by COVID-19, there are steps real estate agents can take to help clients have a successful home buying experience

MAKE IN-PERSON TOURS SAFER

Here are some safety measures to consider if you are showing a house in person:¹

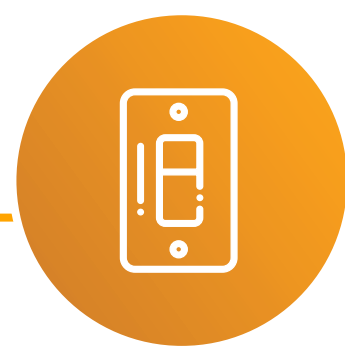
BEFORE A SHOWING



Use online photos and virtual tours to cut down your list of homes to tour



Opt for appointments over open houses, if both are allowed



Request that the seller turn on lights and leave closets ajar

DURING A SHOWING



Ask potential buyers to wear masks



Bring hand sanitizer for everyone to use before entering the home



Request that people touring don't touch any surfaces or handles

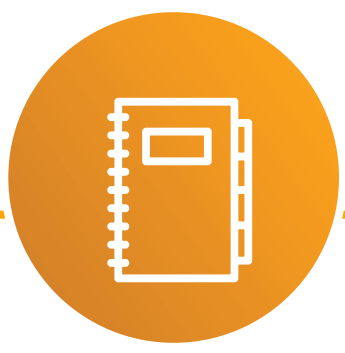
AFTER A SHOWING



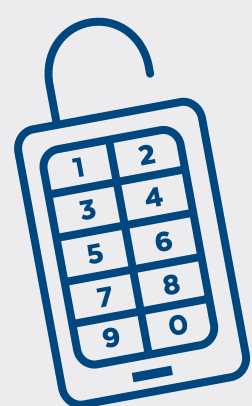
Answer questions from potential buyers outdoors or by phone



Provide any follow-up information electronically



Maintain a log of names, dates and locations for all showings to help with contact tracing



Digital lockboxes allow users to go on self-guided tours using a one-time access code.

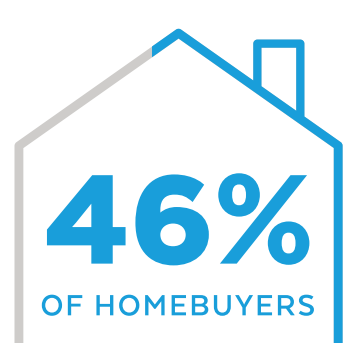
Real estate agents can research showings in advance to find out if a lockbox is available.²

THE VIRTUAL ROUTE TO HOMEOWNERSHIP

Virtual home tours are on the rise in the era of COVID-19.



in the creation of 3D home tours in the last week of March 2020 compared to a typical week in February.³



wish more listings had 3D tours available⁴

There are online tools that real estate agents can use to create virtual viewings for clients. When creating a tour, keep these things in mind:⁵

- ✓ Make sure what you're creating is actually a virtual tour (and not simply a listing video or slideshow)
- ✓ Show real views of the home—no renderings
- ✓ Navigation should be smooth and give users the ability to pause, go back or pan around a room
- ✓ Should be mobile and desktop friendly

There's a lot of uncertainty right now, but you can still help your clients achieve their homeownership goals. **Help them explore their home buying options and decide the best path forward to safely find their new home.**

Guide your clients on the path to homeownership

Find out more about home buying options during COVID-19.



¹ "Coronavirus: A Guide for Realtors," May 13, 2020, National Association of Realtors

² "Virtual, Robot and Solo Home Touring Soar as Social Distancing Hits the Housing Marketing Amid Coronavirus Fear," March 30, 2020, CNBC

³ "Creation of 3D Home Tours Soared in March as Stay-at-Home Orders Expanded," June 2, 2020, Zillow Group

⁴ "Consumer Housing Trends Report 2019," Oct. 18, 2019, Zillow Group

⁵ "How to Make a Virtual Tour for Real Estate," April 6, 2020, Zillow