

Selling Your Home Virtually

Are you looking to sell your home but wondering how to do that during COVID-19? While there are many things to factor in, especially your family's health and financial situation, people are moving forward buying and selling homes during the pandemic.



While we are still in the age of social distancing, purchase volume continues to be higher than one-year ago. Mortgage rates are at record lows so homebuyers have an incentive to stay active in the market. In this new normal, creativity and modern technology are helping agents, sellers and homebuyers follow COVID-19 health and safety practices while closing on homes.

So, what selling practices should you implement to stay safe and keep your listing competitive? Opening your doors to a digital approach will set your home apart. With the right tools, you can provide potential buyers an immersive viewing experience without ever having to set foot in your home. According to a recent Realtor.com survey of homebuyers, these are the five key features to a strong virtual listing:

- **High-quality photos:** Eye-catching photos have long been a must for any home listing, but with social distancing they are more important than ever. Clear, well-lit photos showcasing your home from the best angles will catch buyers' attention and help them imagine themselves in the space. Research has found that homes with professional-quality photos sell faster and for more money.
- **Virtual tour:** To make your home stand out and give buyers an in-depth look at the layout consider adding high-tech features to your listing, such as a video walkthrough or 3-D tour of your home. Providing homebuyers a holistic virtual experience will help humanize the space.



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- **Detailed listing information:** Just because there is a strong emphasis on providing engaging photos and videos, does not mean you should let your listing description fall through the cracks. Work with your agent to create a compelling summary that highlights the best qualities of your home.
- **Detailed neighborhood information:** Potential buyers are not just looking for the right home, they are looking at the surrounding community. In your listing, highlight walkability, public transit and other local recreational features to help homebuyers envision their quality of life.
- **Video chat:** Talk with your real estate agent about conducting personal, live virtual tours. A virtual showing through apps like Facetime, Skype or Zoom will provide homebuyers an authentic, unedited look at your home. This is a great way to increase confidence and earn the trust of potential buyers.

Despite the health concerns associated with social contact, serious homebuyers may still want to see your home in person before making a purchase. If you decide you are comfortable letting outsiders in your home, keep in mind state and local regulations and follow CDC guidance on social distancing to keep you and your family safe.

As always, it is important to work with a trusted real estate professional. Together you can navigate the digital steps needed to safely and effectively sell your home.



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