



RE/MAX
HALLMARK

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VIRTUAL HOME SELLING PROGRAM

RE/MAX Hallmark REALTORS are offering a Virtual Listing Program with minimal access to your home.
Here's how it works

Our Services

Virtual Consultation



1

Your RE/MAX Hallmark REALTOR will schedule a video conference to discuss your listing goals, current housing market conditions, whether now is the right time to sell you home, and what you can expect during the process. The seller would share photos and videos of the property with the agent. In combination with market fundamentals, your agent will use this information to recommend a listing price for your property. The virtual consultation is very similar to a typical in-person consultation, minus the handshakes.

Virtual Staging



2

Based on your photos and videos, your agent will evaluate your property and make recommendations to show it in the best possible light. This may include decluttering and depersonalizing the space, rearranging furniture and minor updates, such as painting. If you're selling a vacant home, ask your agent about 3D home-staging software – no home visits or furniture rental required!

Photos & Videos



3

Most homebuyers start their search online these days, so great listing photos and videos are key to attracting serious buyers. Your RE/MAX Hallmark REALTOR can coordinate photography to take place when you're not at home. Alternately, he or she can provide tips on how to you can take the best photos and videos to showcase your listing.

Online Listings



4

When ready to hit the market, your RE/MAX Hallmark REALTOR will ensure your listing appears on REMAX.ca and Realtor.ca, RemaxHallmark.com while also promoting it via their own website, social media channels like Facebook and Instagram, and to their own network of agents, along with the BrokerBay platform in order to reach more potential homebuyers for your listing.

Virtual Viewings



5

Ready to show buyers what might be their next home? Your RE/MAX Hallmark REALTOR will schedule a virtual open house or showing for brokers or buyers, promote the event online, and host it via live or pre-recorded video. Apps like FaceTime allow people to view the home and ask questions in real time. It's the next best thing to being there in person.

Safe Physical Showings



6

Some home buyers may want to request a physical showing for your property. That's okay -- we take precautionary measures to ensure that physical showings at your property are safe. We will provide hand sanitizers and encourage visiting agents and buyers to use personal protective equipment to ensure your protection.

Remote Offers & Negotiations



7

Your RE/MAX Hallmark REALTOR will receive offers and help you negotiate the selling price and terms based on your goals using e-documents and e-signatures. Your RE/MAX Hallmark REALTOR will be on hand (via phone or video conference) to explain the terms of the offer and make recommendations. Happy with the deal? E-sign on the dotted line and let your agent take it from there.

Closing The Virtual Deal



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Like your RE/MAX Hallmark REALTOR, other real estate service providers such as home inspectors, mortgage lenders and lawyers have adapted their business to ensure your safety during the real estate transaction.

Virtual home selling is a relatively new trend, but it's certainly been a long time coming. Real estate agents are already leveraging technology to help long-distance buyers complete transactions from afar. Now, perhaps out of necessity rather than convenience, virtual home selling has gained traction as the traditional spring housing market adapts to social distancing measures. From start to finish, here's what selling your home looks like as a touch-less transaction.

Real estate has been deemed an essential service across most of Canada, and RE/MAX Hallmark REALTORS have adapted in order to conduct their business in a manner in a safe and socially distanced way. To learn more about the virtual home selling process, contact a RE/MAX Hallmark REALTOR. Find yours at wemoveontario.com.

RE/MAX Hallmark, Ontario's #1 Real Estate Brokerage



wemoveontario.com

