

Online Real Estate: What it Looks Like

Selling a Home in the Current Market



In light of current events, the world of Real Estate has had to adapt and adopt technologies to transition into a fully digital world. The good news is that The Mayer-Harman Team was already positioned to be able to operate in this climate. Using the latest technology and our team of Professionals, The Mayer-Harman Team is able to offer:

- ✓ Online meetings between the Client and Agent;
- ✓ Virtual staging consultation and virtual staging of your home;
- ✓ Completely paperless transactions with the use of digital signatures;
- ✓ Online showings & private showings;
- ✓ Virtual Open Houses;
- ✓ 3D floor plans and virtual walk-throughs;
- ✓ Digital Feature Sheets and a dedicated website for your home;
- ✓ Social Media marketing for the broadest advertising exposure of your home via various platforms;
- ✓ Contacting our database by phone and email to market your home;
- and
- ✓ Virtual closings (with our Service Partners)

Online Meetings

We are equipped to offer online meetings via the Zoom platform. It's easy and convenient to use and avoids unnecessary fact-to-face meetings to respect the social distancing guidelines implemented by the government.

Virtual Staging Consultations and Virtual Staging of your Home

As part of our marketing package we always include, at no cost to our clients, a staging consultation with a qualified Stager to provide advice and suggestions to our clients on how to best ready their home to assist in receiving maximum returns. We are pleased to advise that we can offer this service virtually. Our Stager will "walk through" a home with a client via a video conference and then discuss their recommendations. A written report will also follow within 24 hours of the meeting via email. Conducting a virtual staging consultation is one way we ensure the safety of our clients and their homes by eliminating unnecessary visitors to the home.



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In normal circumstances, we would also provide staging services, at no cost to our clients, but currently, Home Stagers are not deemed an essential service and we are unable to physically stage a home. Alternatively, we have partnered with a company that can provide virtual staging and have successfully used it for a recent listing. Below are examples of what that can look like. This particular home was vacant, but we are also able to virtually stage a home with contents.

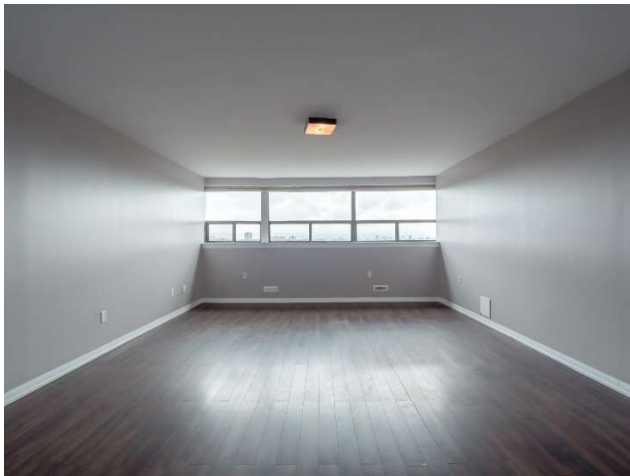
Before



After



Before



After



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Sample of Removing Contents

Before



After



Before



After



Full Pre-Inspection Report of the Home

In an effort to be proactive, we are offering our clients, free of charge, a full pre-inspection report of the home to be made available to potential buyers. The benefit of this is two-fold:

- a) We personally know and work with the home inspector that will require access to the property and they have committed to implementing practices to keep himself and homeowners safe and in line with all the current health and safety regulations; and
- b) It alleviates the need to include a clause that is conditional on a home inspection, whereby streamlining an offer and preventing undue delays in obtaining a firm deal.



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Completely Paperless Transactions with the use of Digital Signatures

The Mayer-Harman Team already uses technology to offer a completely paperless transaction from the start to the finish of a transaction. Documents are sent securely via Docu-Sign and clients can quickly and easily electronically sign all documents related to the transaction.

Online Showings and Private Showings

The Mayer-Harman Team is able to facilitate online showings based on methods as explained below. We have the ability to permit only accredited sales representative to enter a home and/or only allow individuals immediately involved in the home search. For example, only permitting the adults of a family to enter with their agent and no secondary family members or friends. No overlapping showings would be permitted. All lights will be on ahead of a showing, all doors opened to reduce the need for individuals viewing the home to have to touch anything. Further safety precautions will be in place to ensure the safety of our clients and their home. Clients will be screened prior to entering a home and a Waiver will be required to be signed by all parties ahead of any showings (copy enclosed).

Virtual Open Houses

The Real Estate industry has been mandated to eliminate physical open houses. However, with technology we are still able to offer this service virtually. Using social media platforms such as FaceBook or Instagram, or via a Zoom Meeting; we can create a live event, where only the listing agent is present in the home and can take interested parties on a tour and be able to answer questions in real time.

3D Floor Plans and Virtual Walk-Throughs

We are pleased be able to continue to offer professional photography and videography services to our clients thereby showcasing your home in the best possible light. Parameters are put in place to ensure that the professional taking the photos and videos can maintain appropriate social distancing, washing their hands upon entry into the home, etc. A virtual walk through of the home, is created at this time, as though an interested party in standing in each room. Floor plans are created for each home so that potential buyers receive a comprehensive digital feel of the home.

Digital Feature Sheets and a Dedicated Website for Your Home

In conjunction with our professional photography/videography service provider, we are able to provide a full digital marketing package of your home. Digital Feature Sheets replace the need to have physical Feature Sheets in your home, a customized website is created dedicated to your home for interested parties to review, such as: www.35buenavista.com. To view a sample of this digital marketing platform please visit: <http://spotlight.century21.ca/sample-listing/M/>



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Social Media Marketing for the Broadest Advertising Exposure of your Home via Various Platforms

The Mayer-Harman Team currently uses leading edge technology and utilizes social media to market and promote a home from sale. We accomplish this by posting to numerous platforms and purchasing direct social media advertisement to increase and broaden the reach to assist in selling a home.

Contacting our Database by Phone and Email to Market your Home

The Mayer-Harman Team is a top-producing real estate team that has spent years cultivating and building a database of potential buyers. We strategically initiate a campaign where we personally and electronically reach out to our database via phone and email to compliment our other marketing initiatives to sell your home. We have successfully connected individuals from our database to our Sellers, in some instances, before a home has even officially hit the market.

Virtual Closings (with our Service Partners)

We have partnered with a number of service partners, from mortgage brokers, lawyers and banks, that are fully equipped and able to finalize the transaction virtually, requiring no face-to-face interactions. The Real Estate industry has adopted clauses to help both the Sellers and Buyers as it specifically relates to COVID-19. These clauses reflect the need to protect both parties should someone within the transaction be directly affected by COVID-19.

Faced with our new reality of how real estate transactions will be conducted and marketed, clients can trust that The Mayer-Harman Team is equipped and ready to help serve our clients and their needs respectfully, **safely**, and virtually. Our top priority is keeping our clients, their families and their homes safe.



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**COVID-19 SHOWING ACCESS TO A PROPERTY LISTED BY
CENTURY 21 MILLENNIUM INC.**

We appreciate your interest in showing our property. Century 21 Millennium Inc. is committed to following the Guidelines of the Public Health Agency of Canada and Public Health Ontario to protect the health and safety of our Homeowners and real estate professionals visiting our property.

SCREENING QUESTIONS

____ No person attending the showing (clients or salesperson) have traveled outside of Canada within the past 14 days, or been in contact with anyone who has traveled outside of Canada.

____ No person attending the showing (client or salesperson) have experienced any of the following symptoms in the past 14 days- fever,dry cough,shortness of breath,difficulty breathing,nasal congestion,runny nose,sore throat.

____ No person attending has come in contact with anyone who has had a confirmed COVID-19 diagnosis within the past 14 days.

SHOWING PROTOCOL

- Prior to entering the home or touching the lockbox please ensure safe hygiene by disinfecting your hands/gloves;
- During the property showing, please limit touching surfaces as much as possible. All interior doors will be open and the lights will be on;
- Please do not use the washroom facilities during your viewing;
- Showings shall be limited to only the buyers, and shall not include extra family members, friends, or children unless there are exceptional circumstances, and prior arrangements are made with the listing agent.

If you have any questions, please ask the Listing Salesperson prior to entering the property.

Please complete the following:

I hereby acknowledge that I have read this information myself, and with my client, and confirm that all information submitted is accurate, and that myself and my client will follow the rules outlined above to best ensure the safety of everyone involved during this COVID-19 crisis. Further we assume responsibility for our health and risks associated with this showing, and agree to notify the listing brokerage in the event that we develop any COVID-19 symptoms after this showing.

NAME OF AGENT

SIGNATURE

PROPERTY ADDRESS

DATE

Thank you for your cooperation



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