

Dave Stark

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Subject: California REALTORS® Adapt Real Estate Open Houses and Business Practices to 'New Norm' Under Coronavirus Reality



FOR IMMEDIATE RELEASE

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California REALTORS® Adapt Real Estate Open Houses and Business Practices to 'New Norm' Under Coronavirus Reality

Pleasanton, California (March 17, 2020) – To continue delivering first-class services to California’s home sellers and buyers and ensure business continuity, members of the Bay East Association of REALTORS® (Bay East) are adapting their open house strategies to address the current COVID-19 crisis and changing government orders on what can, and cannot, be done in local communities and statewide.

Bay East members are exercising more caution as they work under the hygienic and precautionary measures outlined by the Centers for Disease Control (CDC).

While Bay East and its REALTOR® members are rightfully concerned about the potential negative impact of COVID-19 on their businesses, they are, however, more concerned with the safety and security of their clients, and are adapting to a ‘new norm’ by implementing technological solutions and ingenuity to drive sales and meet client expectations.

“The first responsibility of a REALTOR® is to protect our clients’ interests,” said Tina Hand, 2020 Bay East President. “This now includes protecting them from the current global pandemic. We’ll do this by adapting our business practices to new social and market realities and use our knowledge, experience, skills and technology to safely and ethically help home buyers and home sellers.”

According to a new survey from the National Association of REALTORS® (NAR), nearly one-in-four home sellers nationwide are changing how their home is viewed while the home remains on the market. Hand said

that some REALTORS® are extending the number of open house hours to reduce the number of in-person showings, if allowed by law, and help comply with social distancing requirements.

Others are reporting using technologies to host “virtual showings” like video chat on their mobile phone so clients can experience an open house as if they were there in person. And others are working with clients who prefer not to hold open houses at this time.

“Whether it’s changes requiring potential buyers to wash their hands or use hand sanitizer, or following mandates to shelter in-place, REALTORS® will work within the guidelines stipulated by local and or state governments and implement the measures necessary to get the job done,” Hand said. “It’s critical that our members work together to ensure their safety and their clients safety.”

Bay East members are taking specific actions to protect their clients including:

1. Ongoing Knowledge: Throughout the day, REALTORS® are checking with their local and state associations to see if there are any government announcements impacting their day-to-day operations.
2. Communicating with Clients: REALTORS® are keeping their clients abreast of business protocols, and also inquiring about the health and well-being of their clients, their families, and their wants and needs moving forward under the coronavirus reality.
3. Screening Measures: REALTORS® will ask such questions as 1) Is anyone in your household currently sick with a fever and/or a cough? Or 2) Has anyone in your household been exposed to a person who has or is suspected of having the coronavirus?
4. Fair Housing Measures: REALTORS® will continue to abide by the Fair Housing Act and not discriminate against any segment of the population.

About the Bay East Association of REALTORS®

The Bay East Association of REALTORS® is a professional trade association serving more than 6,000 residential and commercial real estate professionals throughout the San Francisco Bay Area by providing programs and services to enhance their ability to conduct business with integrity and competence. Bay East offers access to the Multiple Listing Service, professional development training, advocacy to protect private property rights and promote home ownership and a variety of networking opportunities and events.

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