

MEETING THE NEEDS OF BUYERS AND SELLERS DURING AND AFTER THE PANDEMIC

Results from a national online survey, May 2020

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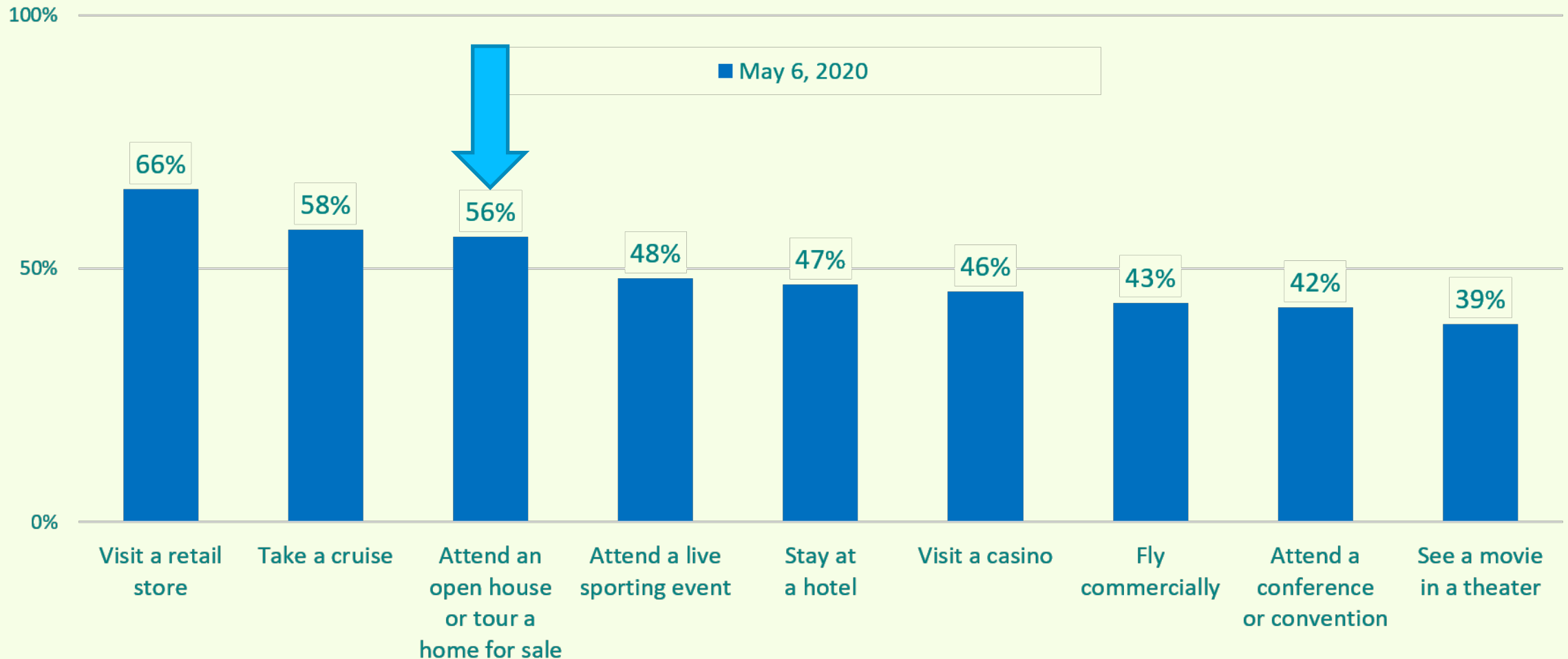
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SOLUTIONS

Context-setting: The Back-to-Normal Barometer



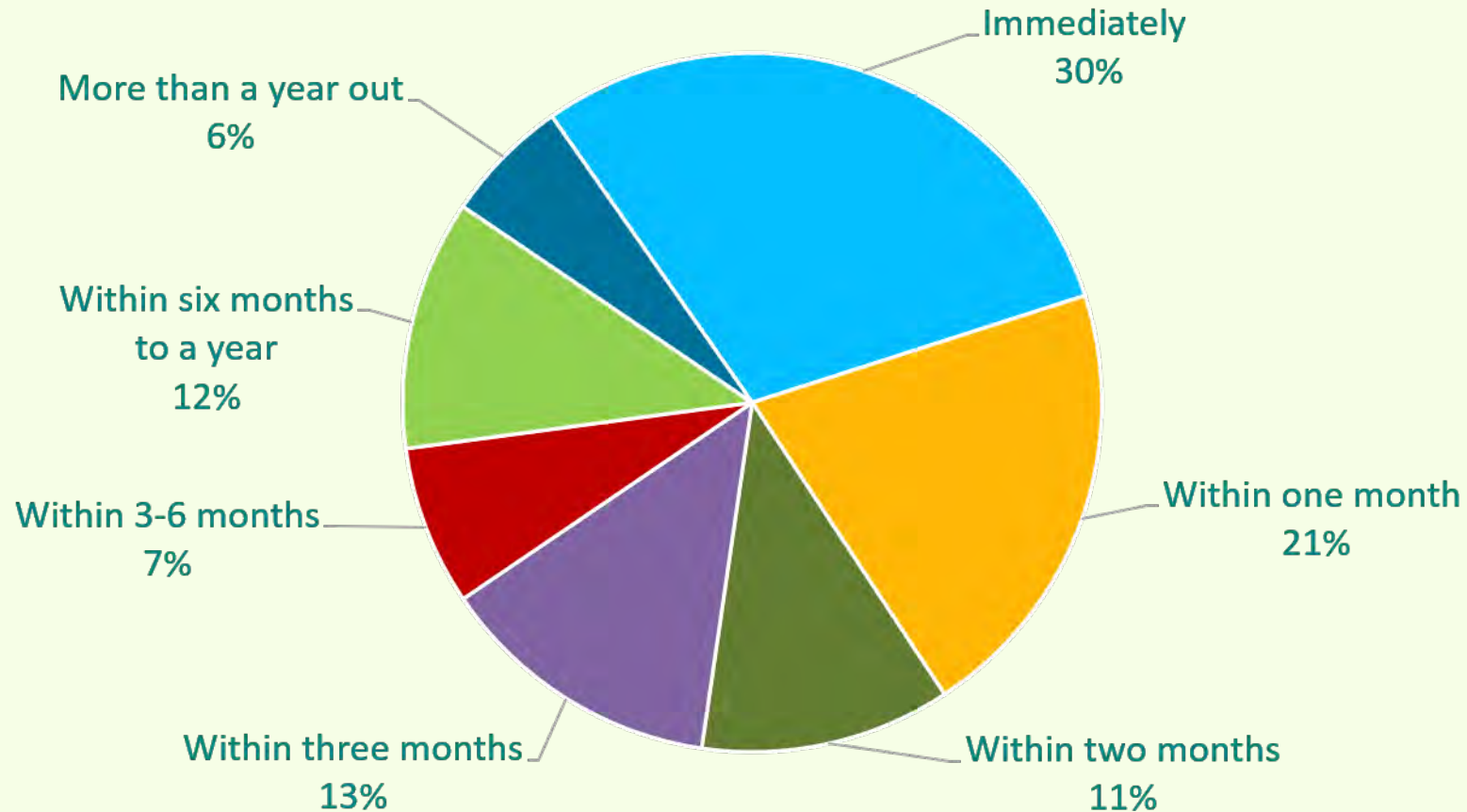
SIZABLE PERCENTAGE “READY TO GO” NOW

Are you currently willing to engage in the following activities, without hesitation?



WITH ASSURANCES, 75% RETURN IN 3 MONTHS

Assuming you had the necessary assurances that it was safe to resume normal activities, how quickly would you next.... Attend an open house or tour a home listed for sale?



THE KINDS OF PRECAUTIONS THEY CITED

- 4 F's of Cleaning: FREQUENT (the right timing), FOCUSED (the right surfaces), FUNCTIONAL (the right products), and FROM PROFESSIONALS (the right people)
- Masks are expected and becoming more accepted, but are not completely straight-forward
 - There are so many styles and materials; are all adequate?

Pros	Cons
Signals caring about others	Questionable effectiveness
Many people used to wearing	Uncomfortable/limiting
Synchronous with exposure	Appearance/culture





LET'S FOCUS ON BUYERS AND SELLERS



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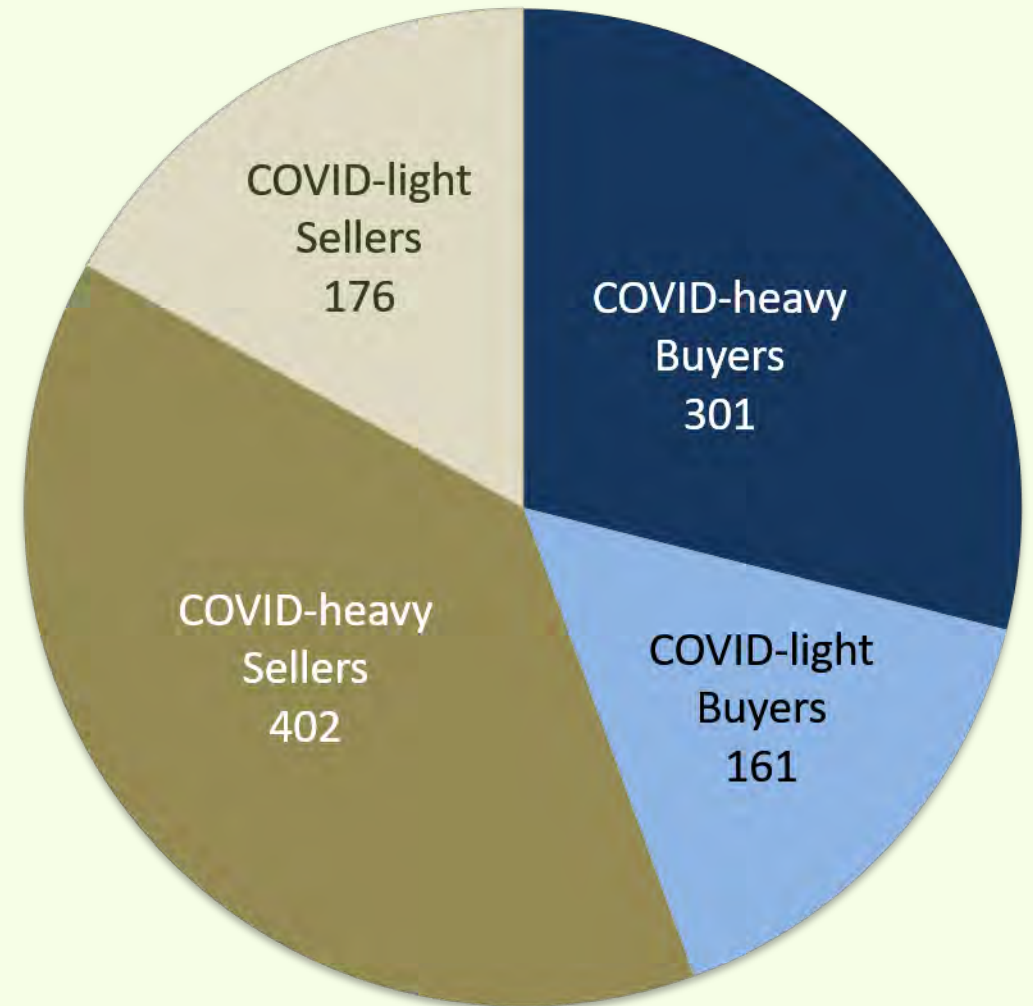
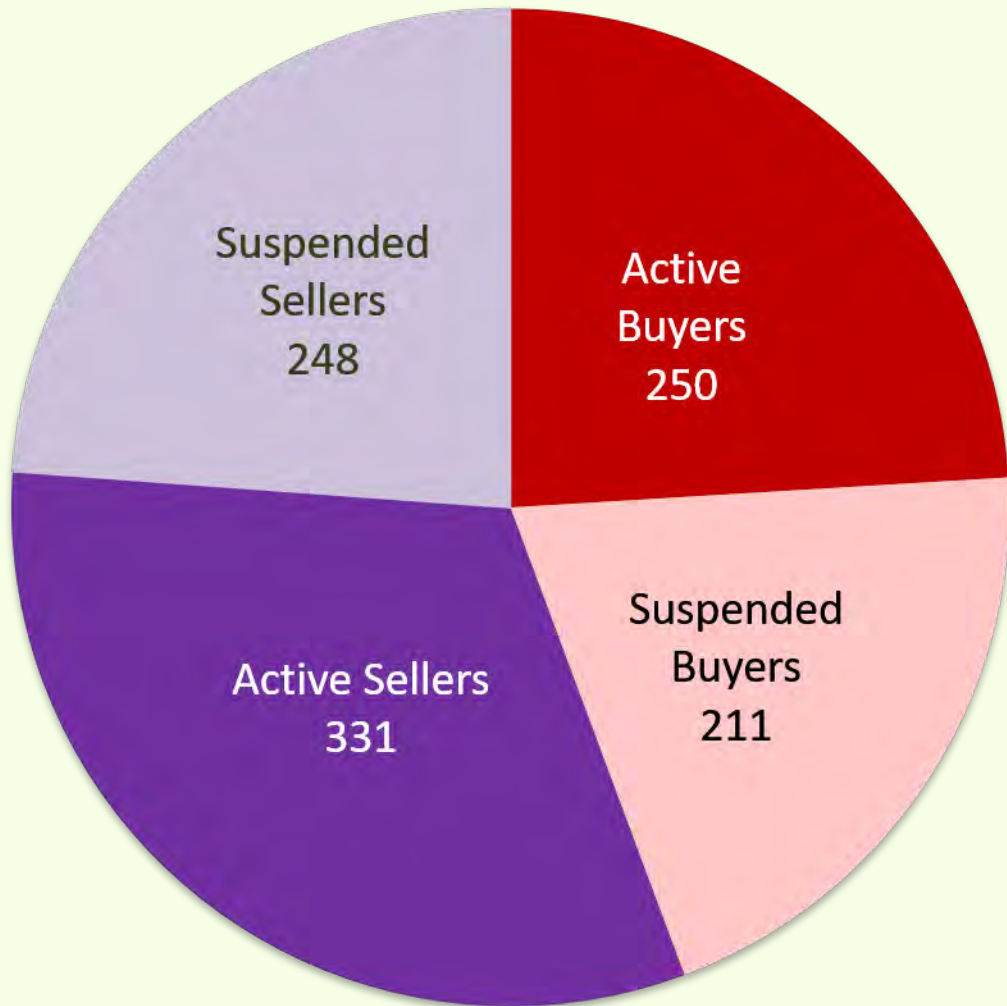
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TODAY LET'S DISCUSS...

- Quick overview of research
- Good news about agents' perceived value during pandemic
- What virtual tours can/can't do—and how to improve them
- Precautions: Which are good, and which will endure
- Litigious buyers and sellers
- How agents can meet high expectations in trying times
- Key action items derived from the research



WHO WE STUDIED



COVID-HEAVY METRO AREAS

- ❖ Allentown-Bethlehem-Easton, PA
- ❖ Atlanta-Sandy Springs-Marietta, GA
- ❖ Baltimore-Towson, MD
- ❖ Baton Rouge, LA
- ❖ Boston-Cambridge-Quincy, MA-NH
- ❖ Bridgeport-Stamford-Norwalk, CT
- ❖ Buffalo-Niagara Falls, NY
- ❖ Chicago-Naperville-Joliet, IL-IN-WI
- ❖ Dallas-Fort Worth-Arlington, TX
- ❖ Denver-Aurora-Broomfield, CO
- ❖ Detroit-Warren-Livonia, MI
- ❖ Hartford, CT
- ❖ Indianapolis-Carmel, IN
- ❖ Las Vegas-Paradise, NV
- ❖ Los Angeles-Long Beach-Santa Ana, CA
- ❖ Miami-Fort Lauderdale-Pompano Beach, FL
- ❖ Milwaukee-Waukesha-West Allis, WI
- ❖ Minneapolis-St. Paul-Bloomington, MN
- ❖ New Haven-Milford, CT
- ❖ New Orleans-Metairie-Kenner, LA
- ❖ NYC-Northern NJ-Long Island, NY-NJ
- ❖ Philadelphia-Camden-Wilmington, PA-NJ-DE
- ❖ Providence-New Bedford-Fall River, RI-MA
- ❖ Riverside-San Bernardino-Ontario, CA
- ❖ Seattle-Tacoma-Bellevue, WA
- ❖ Springfield, MA
- ❖ St. Louis, MO
- ❖ Trenton-Ewing, NJ
- ❖ Washington-Arlington-Alexandria, DC-VA
- ❖ Worcester, MA





**GOOD NEWS: YOU'RE EVEN
MORE HIGHLY VALUED NOW**

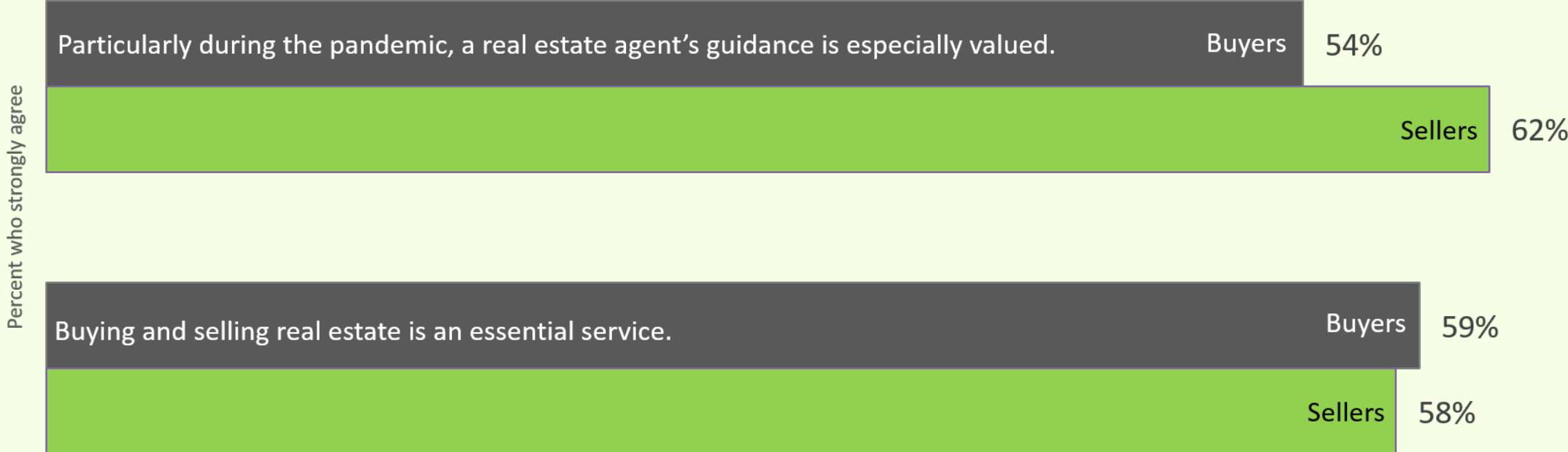


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AGENTS MATTER NOW MORE THAN EVER





Pandemic virtual tours: Ways to boost their value



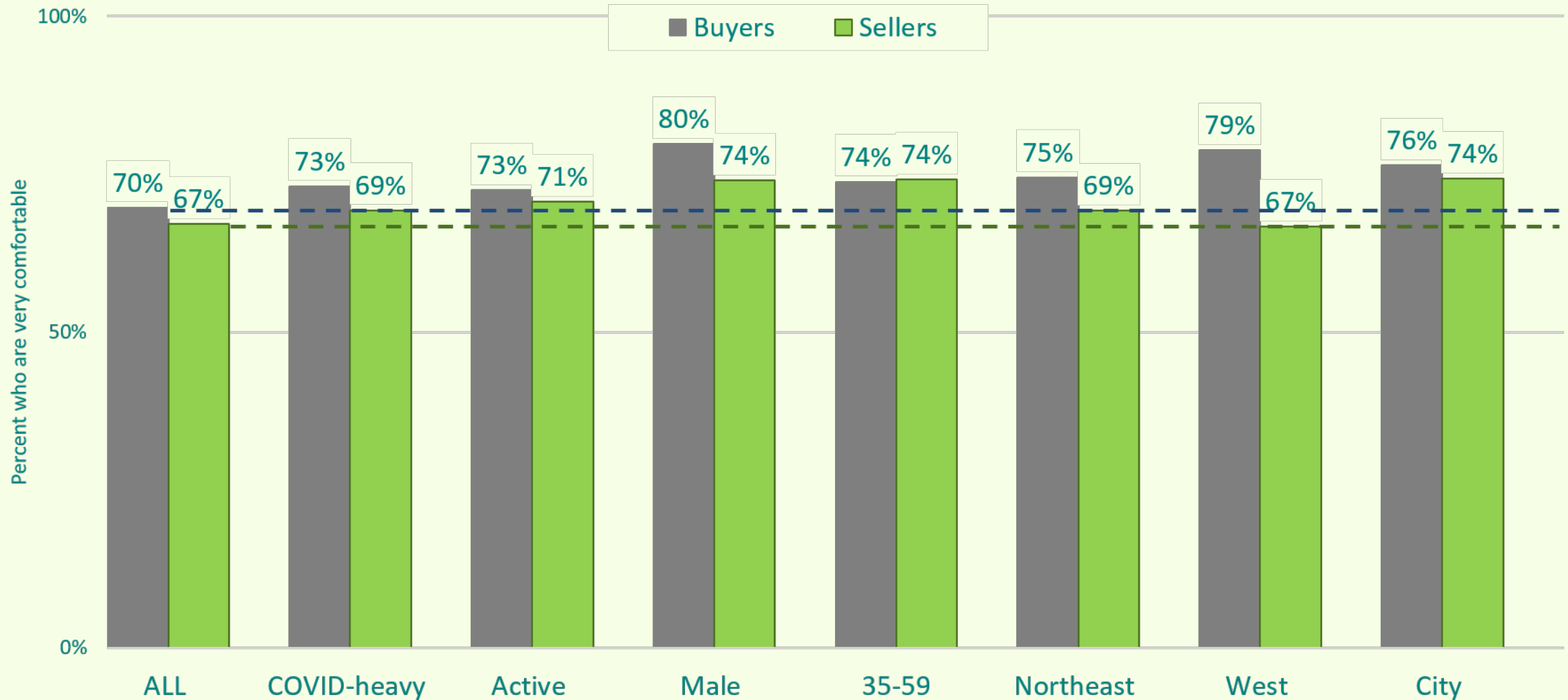
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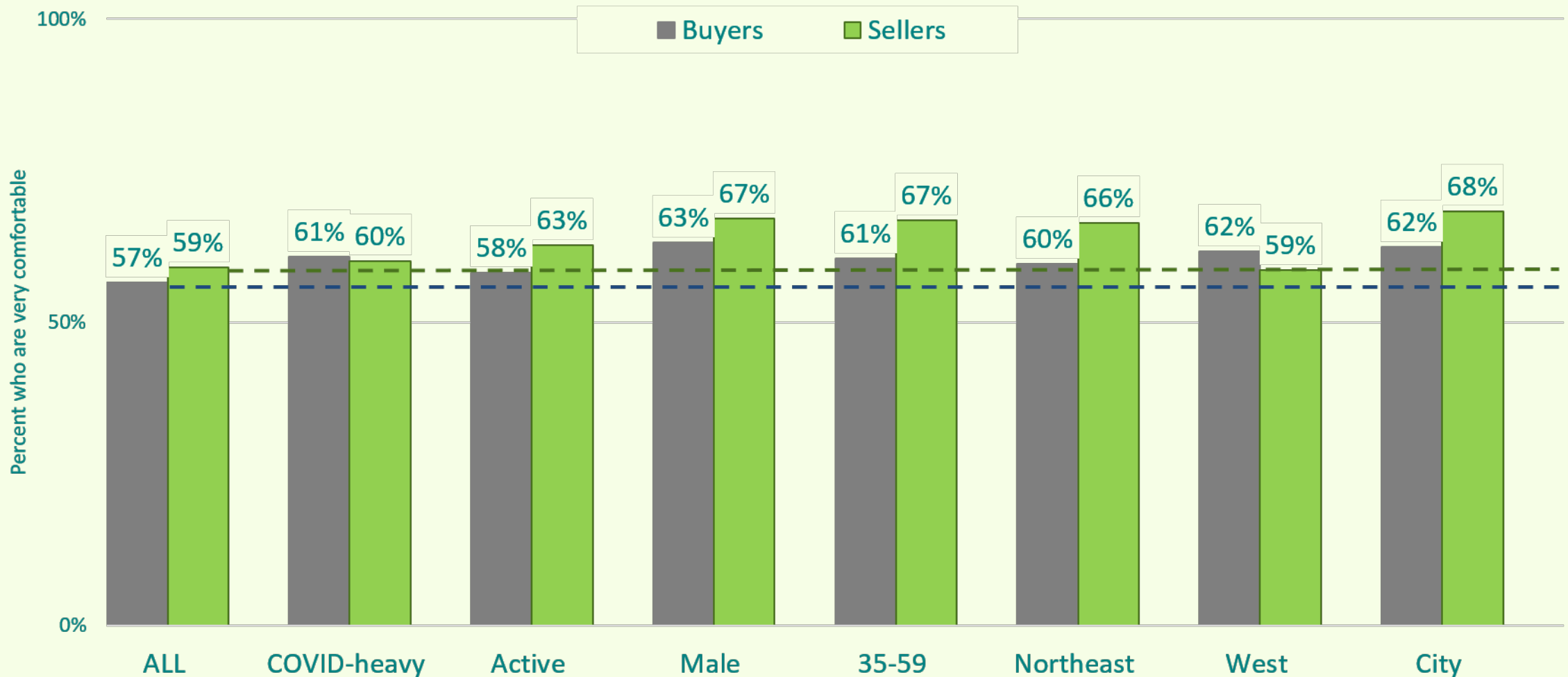
THEY'RE COMFORTABLE WITH TECH

How comfortable are you conducting business on a computer, such as reviewing and signing documents electronically?

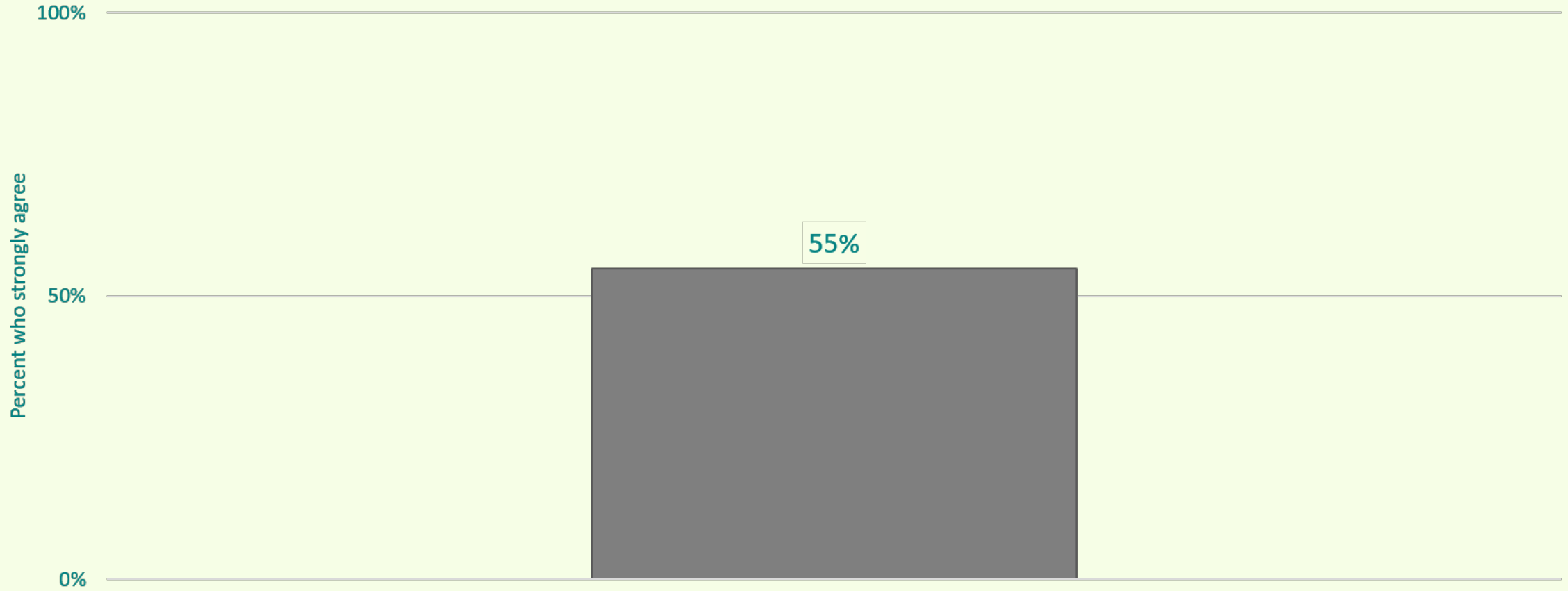


THEY'RE COMFORTABLE WITH ONLINE TOURS

How comfortable are you conducting your home search/sale by using technology that allows prospective buyers/sellers to take a virtual (Internet) tour of a home?



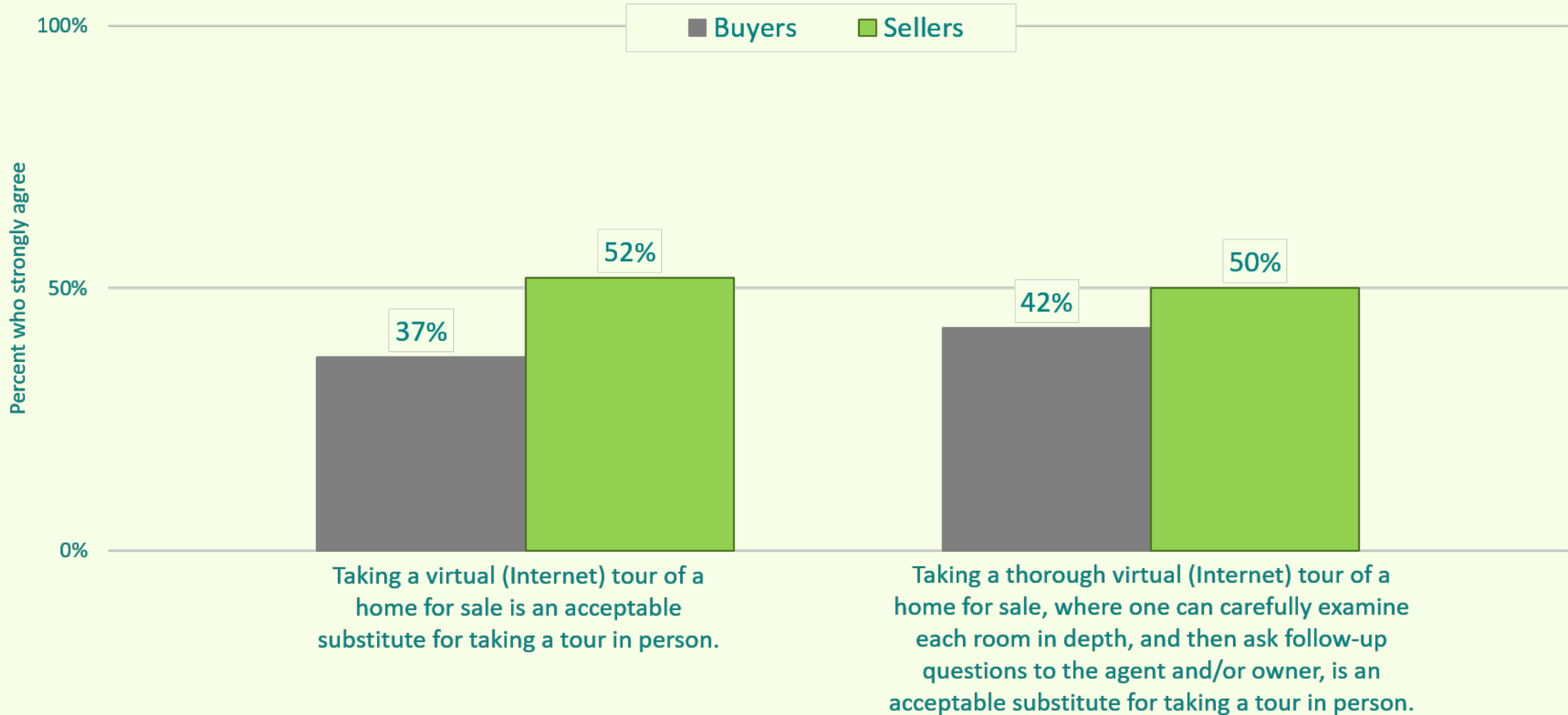
BUYERS SAY VIRTUAL TOURS GREAT FOR VETTING



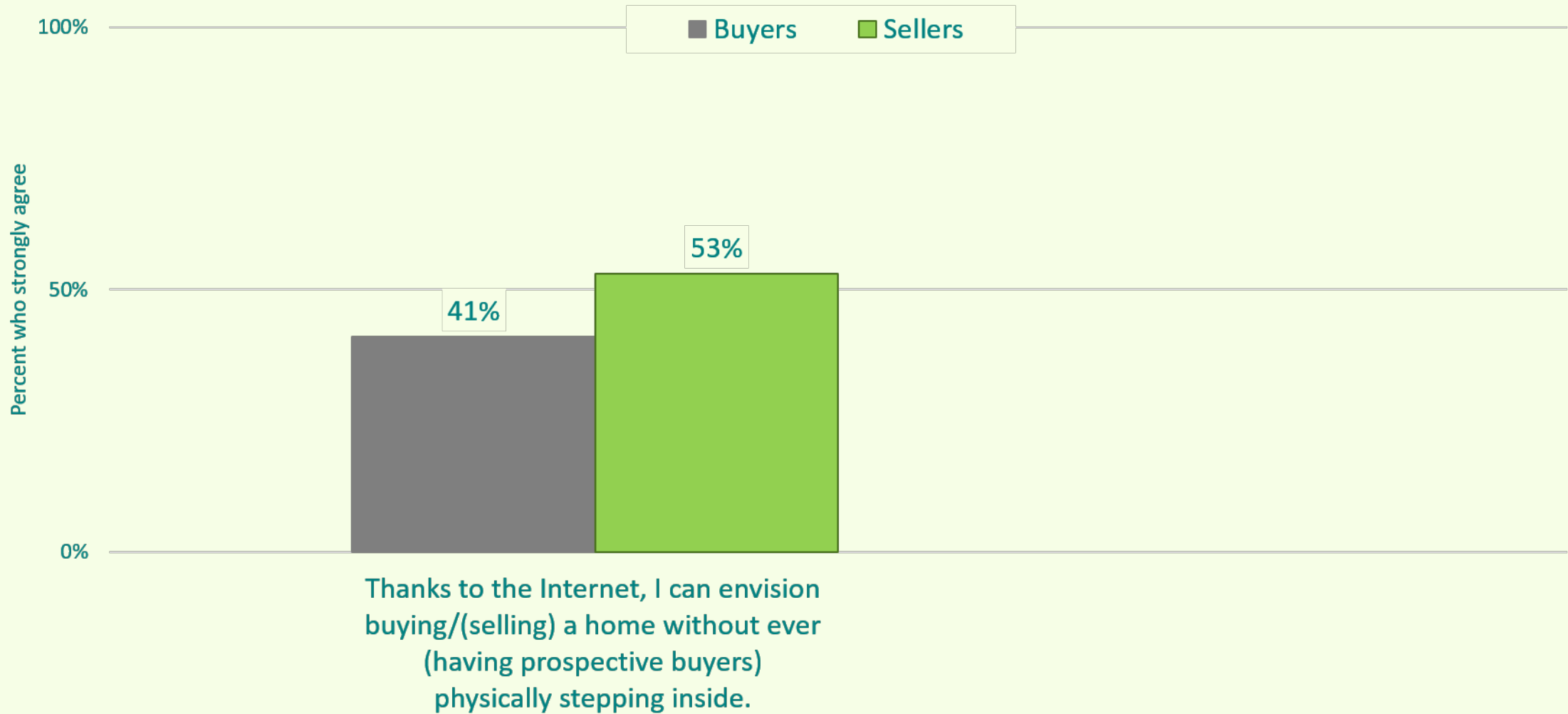
Virtual (Internet) home tours allow buyers to quickly distinguish between homes they'd dismiss and homes they'd seriously consider.



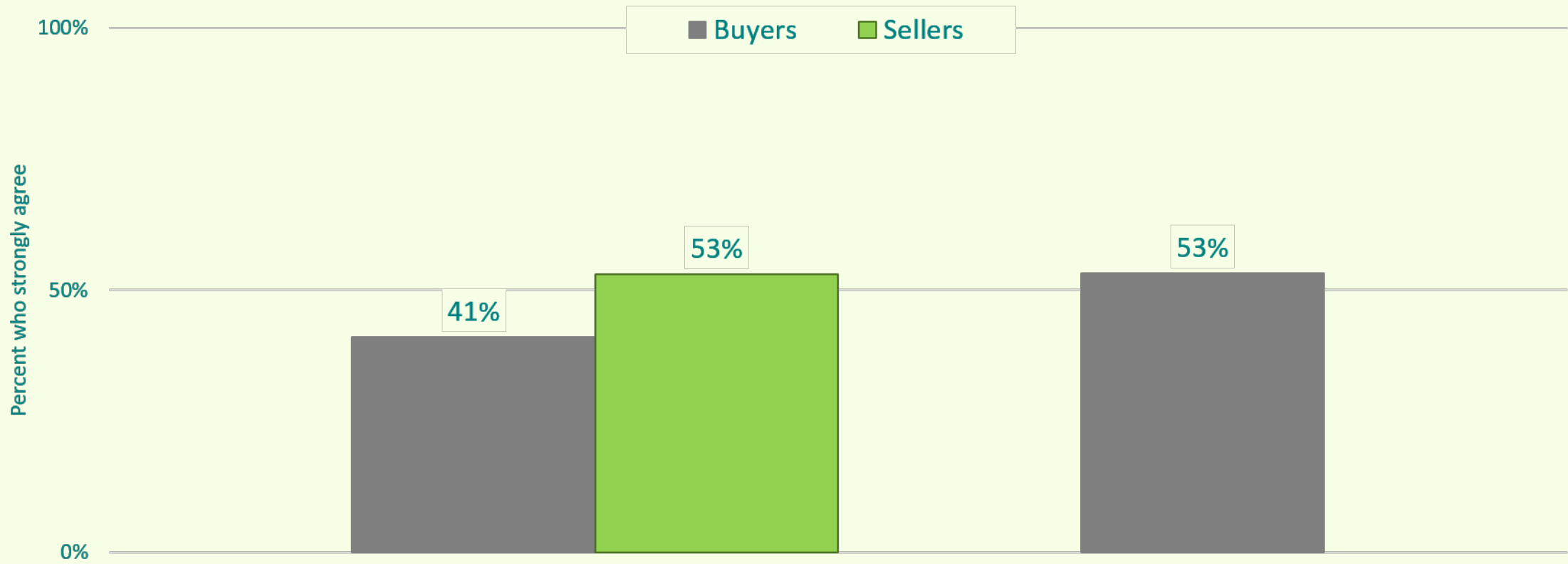
BUT THEY'RE NOT QUITE A SUBSTITUTE FOR A VISIT



YET, 2 OF 5 BUYERS WOULD BUY WITHOUT A VISIT



...WHILE A MAJORITY WOULD NEVER DO SO

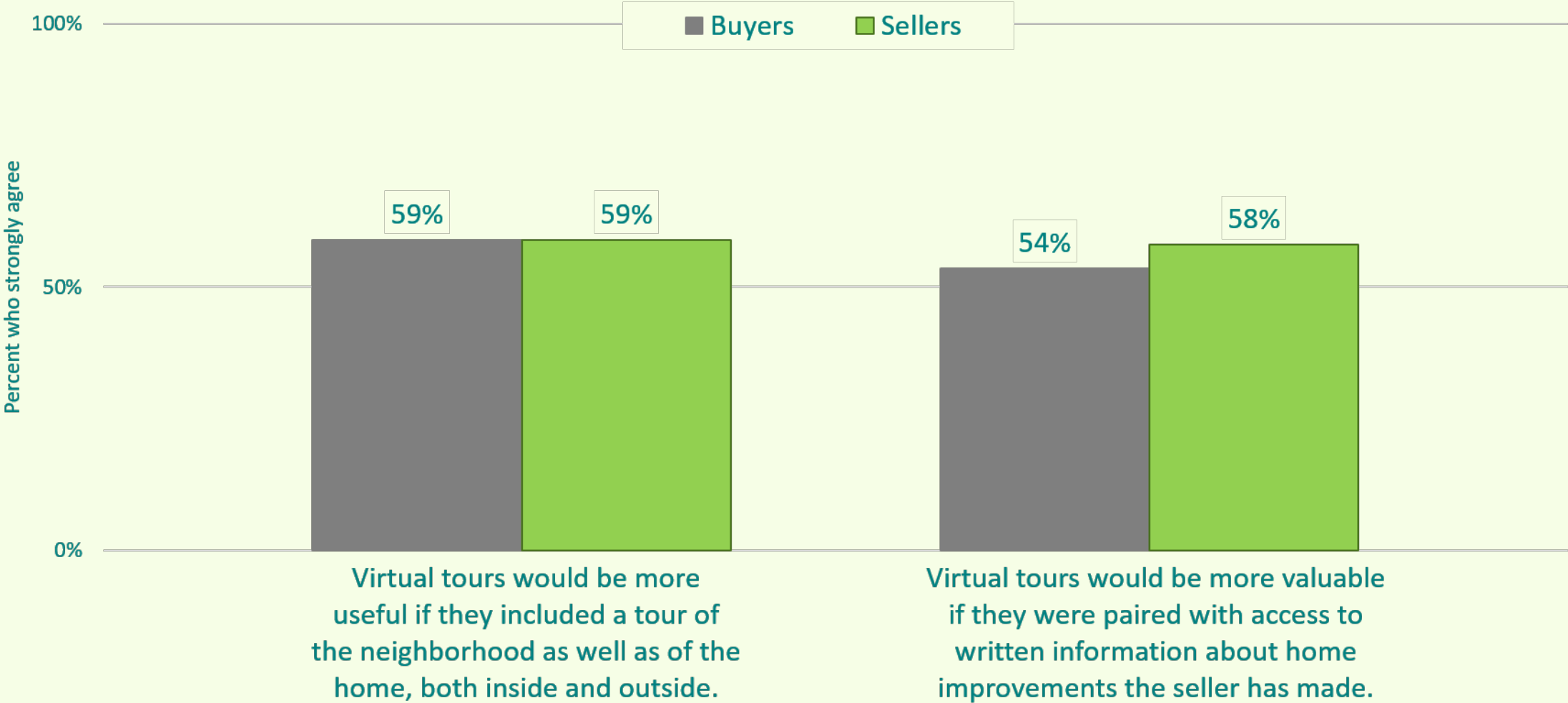


Thanks to the Internet, I can envision buying/(selling) a home without ever (having prospective buyers) physically stepping inside.

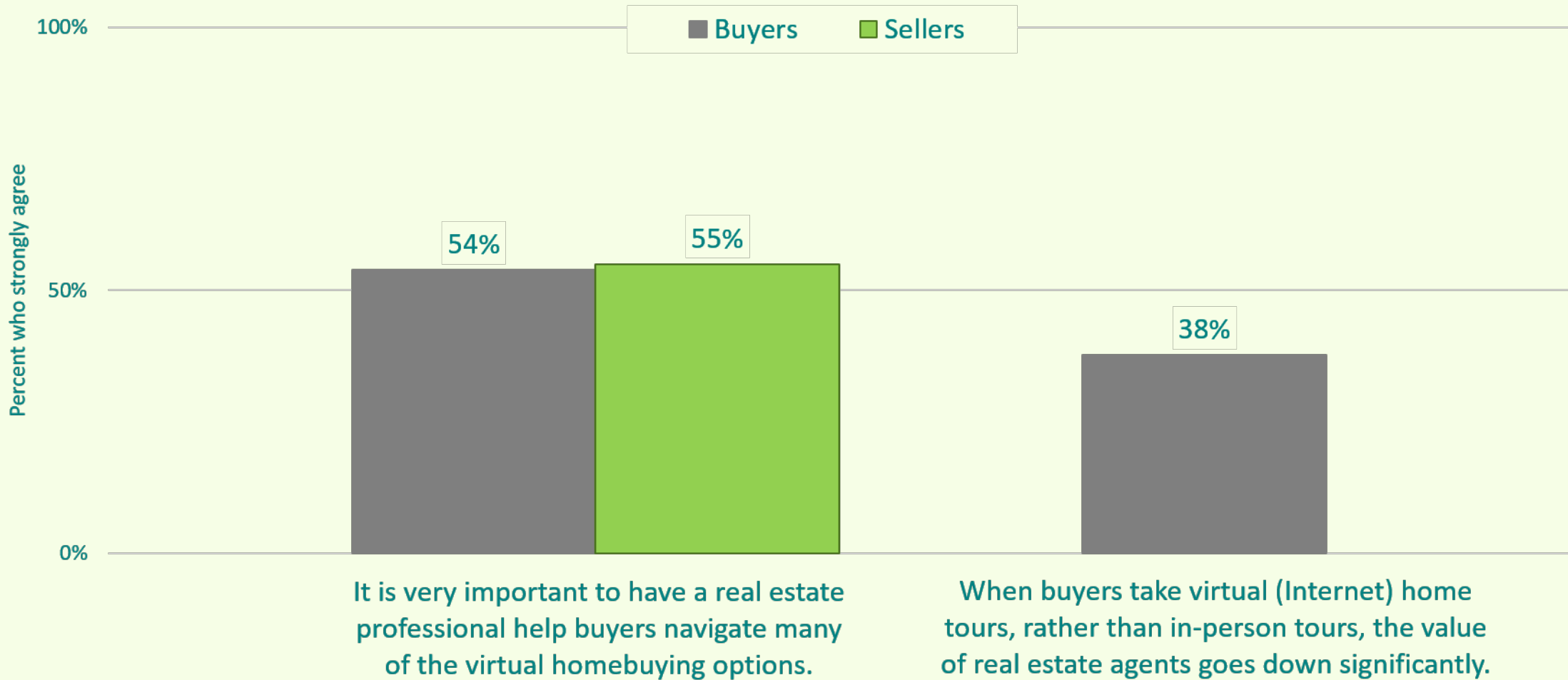
Even though prospective buyers can take virtual (Internet) tours of homes, someone who buys a home without ever visiting it in person is making a huge mistake.



THERE ARE WAYS TO BOOST VIRTUAL'S VALUE



AGENTS ENHANCE THE VIRTUAL EXPERIENCE



**Most precautions are viewed
as good ideas buyers and
sellers would comply with**





RATING PRECAUTIONS REQUIRING ONE'S OWN INVOLVEMENT



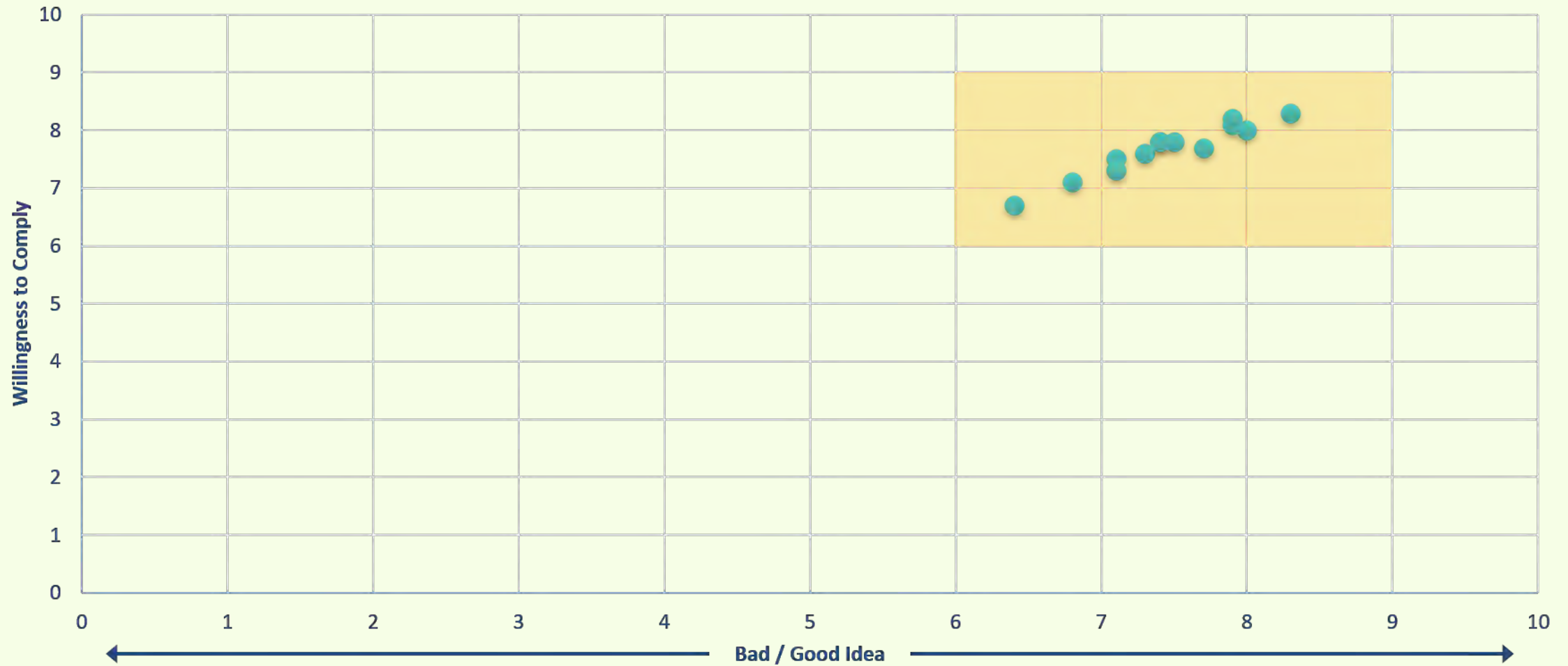
PANDEMIC PRECAUTIONS BUYERS EVALUATED

- Allow only the real estate agent to touch anything in the home, with gloves only
- Do not allow children under age 12 into the home*
- End the practice of having agents drive with prospective buyers in a single car from home to home
- Limit the amount of time a visitor can stay in the home to 30 minutes
- Limit the number of visitors in the home to two-to-four at a time, including the agent
- Prohibit all visitors from touching anything in the home; doors/cabinets will be pre-opened
- Provide sanitary wipes, so if a visitor needs to touch something, he/she can use to wipe
- Require all buyers and sellers to review a list of CDC guidelines for protecting oneself from COVID-19 and have those buyers and sellers sign a document indicating they have read the list
- Require all people in the home (buyers/sellers/agents) to wear gloves, masks, and shoe coverings
- Require all sellers, buyers, and agents to have their temperatures taken prior to showing or visiting a home
- Require all sellers, buyers, and agents to pass a nasal swab test prior to showing or visiting a home
- Require buyers and sellers to complete a form certifying they have no symptoms or COVID-19 related illnesses
- Require buyers and sellers to sign a document outlining protocols for notification if one of them shows symptoms of illness after the visit
- Require buyers/sellers/agents to remain 6+ feet apart at all times

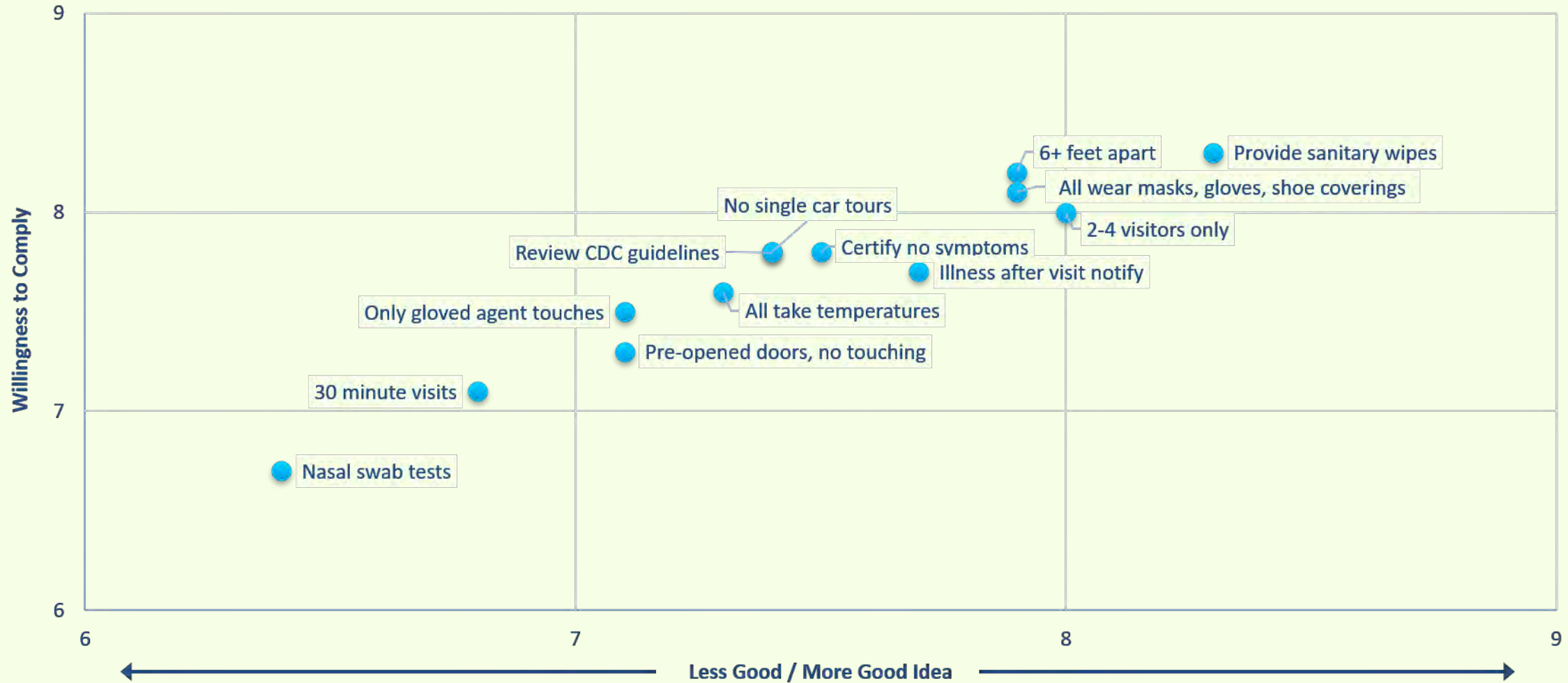
** Although the survey asked respondents about possible restrictions on children under 12, such restrictions are not a recommended best practice. The Fair Housing Act (FHA) prohibits discrimination based on familial status, and restrictions on children – and families with children – may create legal exposure. If you wish to place restrictions on entering the home, consider alternative restrictions instead, such as restricting showings to purchasers of record or restricting the number of visitors allowed in the home at a time.*



BUYERS SEE VALUE IN MOST PRECAUTIONS



BUYERS SEE VALUE IN MOST PRECAUTIONS

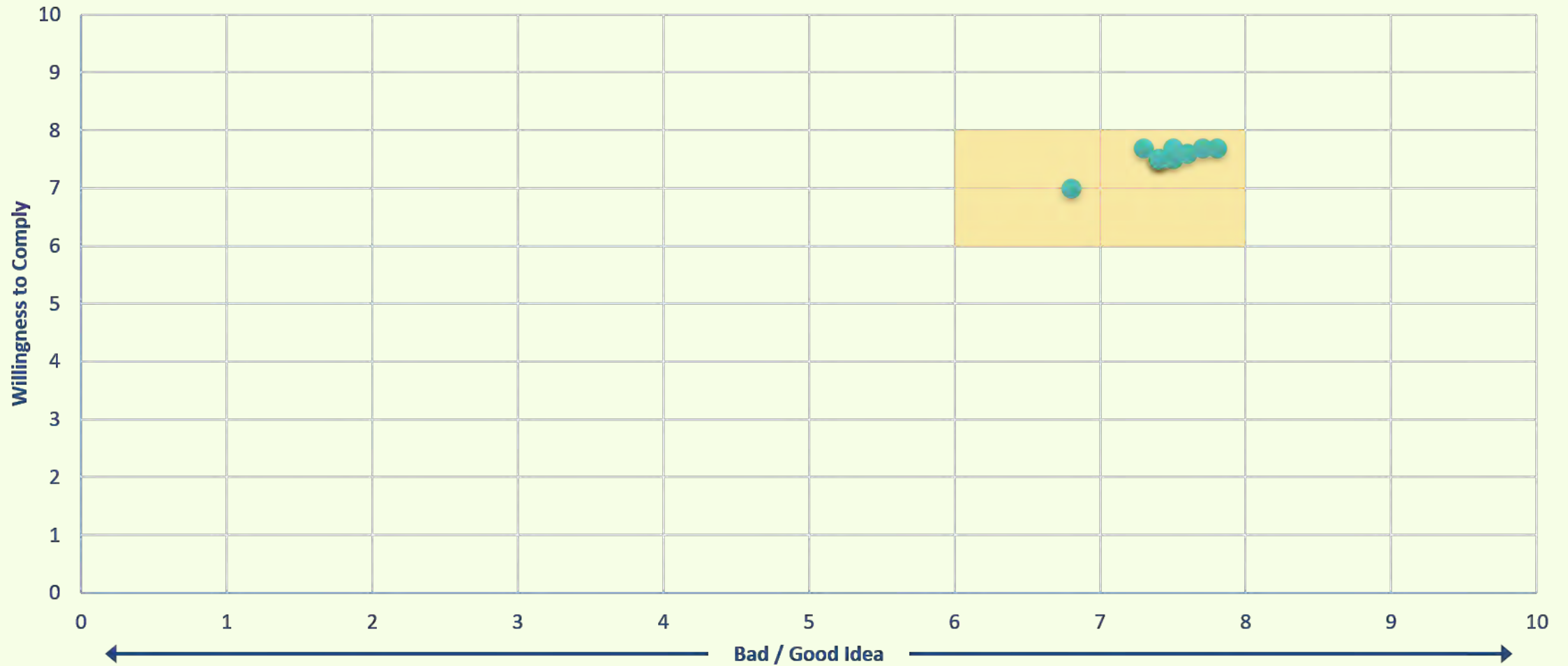


PANDEMIC PRECAUTIONS SELLERS EVALUATED

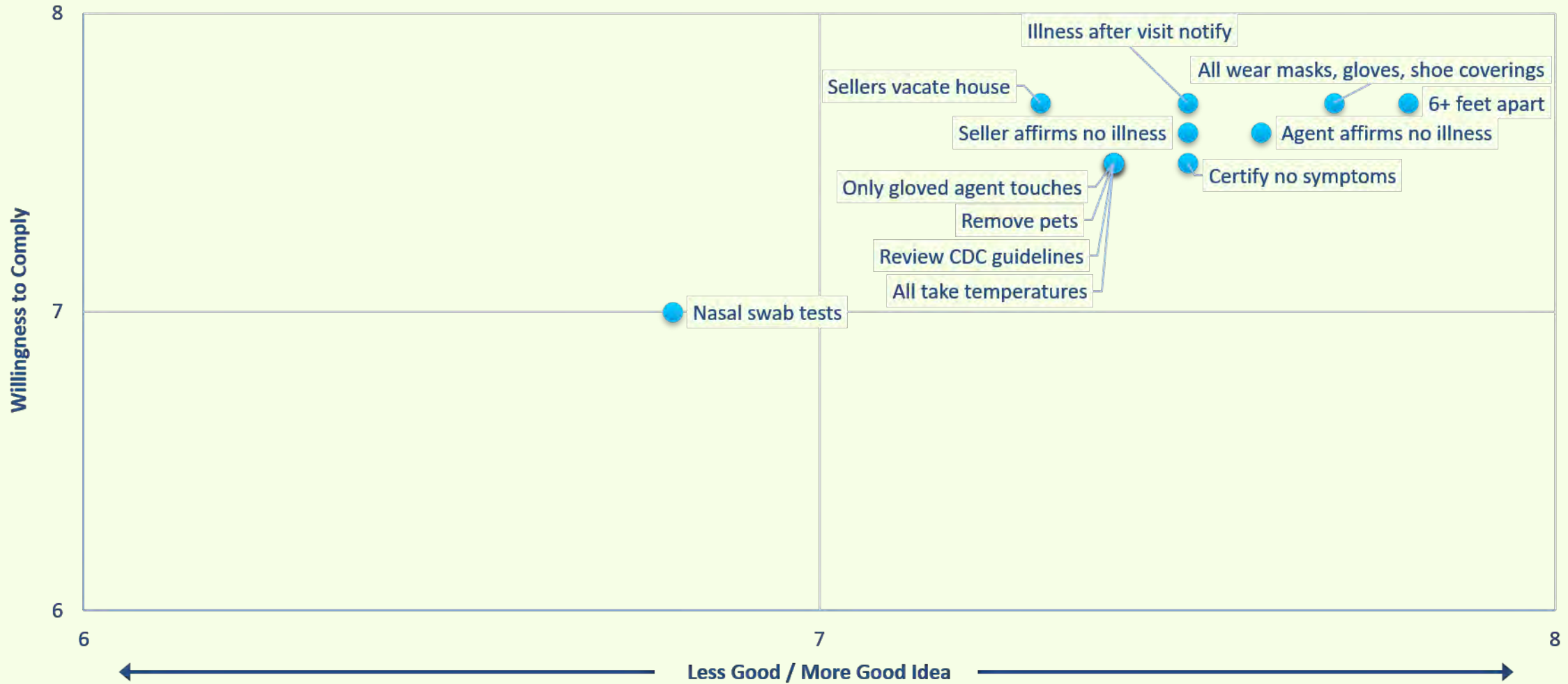
- Allow only the real estate agent to touch anything in the home, with gloves only
- Remove all pets from the home so as to help maintain order and social distancing
- Require all buyers and sellers to review a list of CDC guidelines for protecting oneself from COVID-19 and having those buyers and sellers sign a document indicating they have read the list
- Require all people in the home (buyers/sellers/agents) to wear gloves, masks, and shoe coverings
- Require all sellers to vacate the house during a showing
- Require all sellers, buyers, and agents to have their temperatures taken prior to showing or visiting a home
- Require all sellers, buyers, and agents to pass a nasal swab test prior to showing or visiting a home
- Require buyers and sellers to complete a form certifying they have no symptoms or COVID-19 related illnesses
- Require buyers and sellers to sign a document outlining protocols for notification if one of them shows symptoms of illness after the visit
- Require buyers/sellers/agents to remain 6+ feet apart at all times
- Require the agent to affirm in writing that he/she has been fever- and illness-free for the past 14 days
- Require the seller to affirm in writing that all residents have been fever- and illness-free for the past 14 days



SELLERS SEE VALUE IN MOST PRECAUTIONS



SELLERS SEE VALUE IN MOST PRECAUTIONS



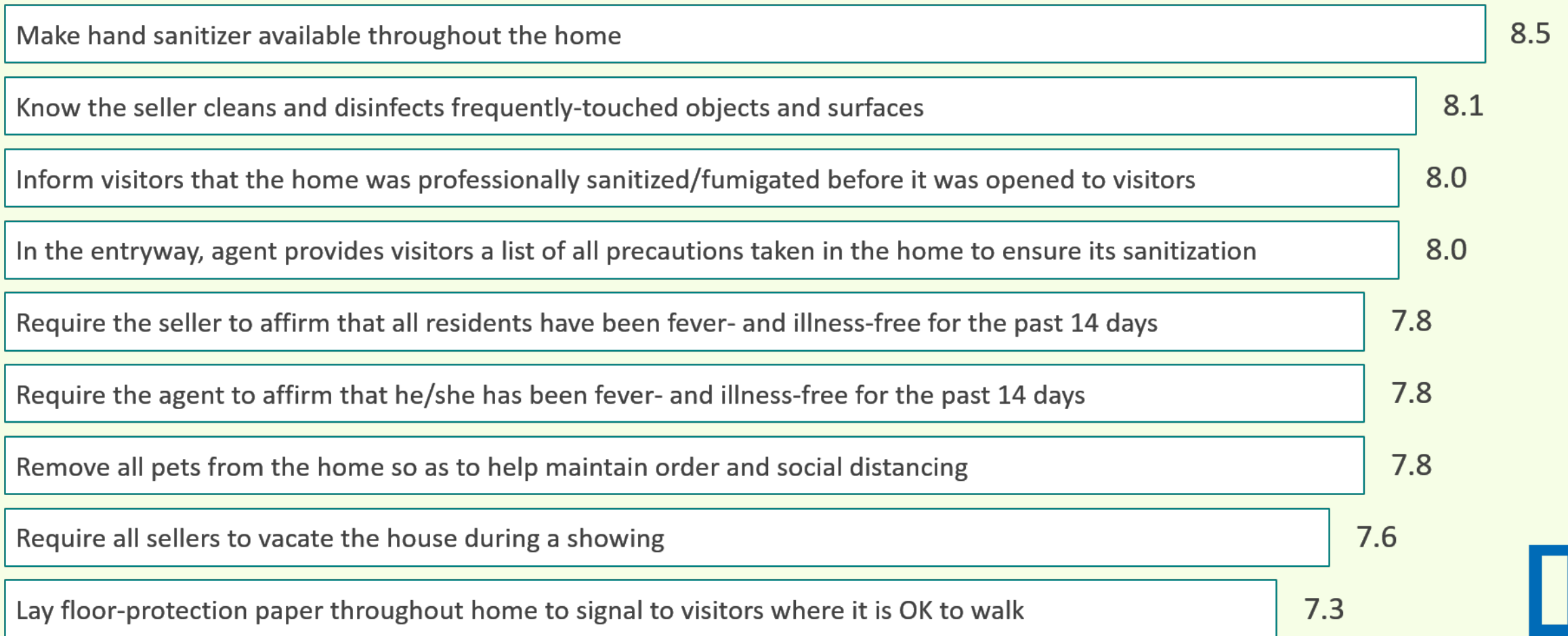


RATING PRECAUTIONS OTHERS TAKE ON ONE'S BEHALF



BUYERS RATE SELLER/AGENT PRECAUTIONS

For each precaution please indicate, on a scale from 1 to 10, how good or bad the idea is.



SELLERS RATE BUYER/AGENT PRECAUTIONS

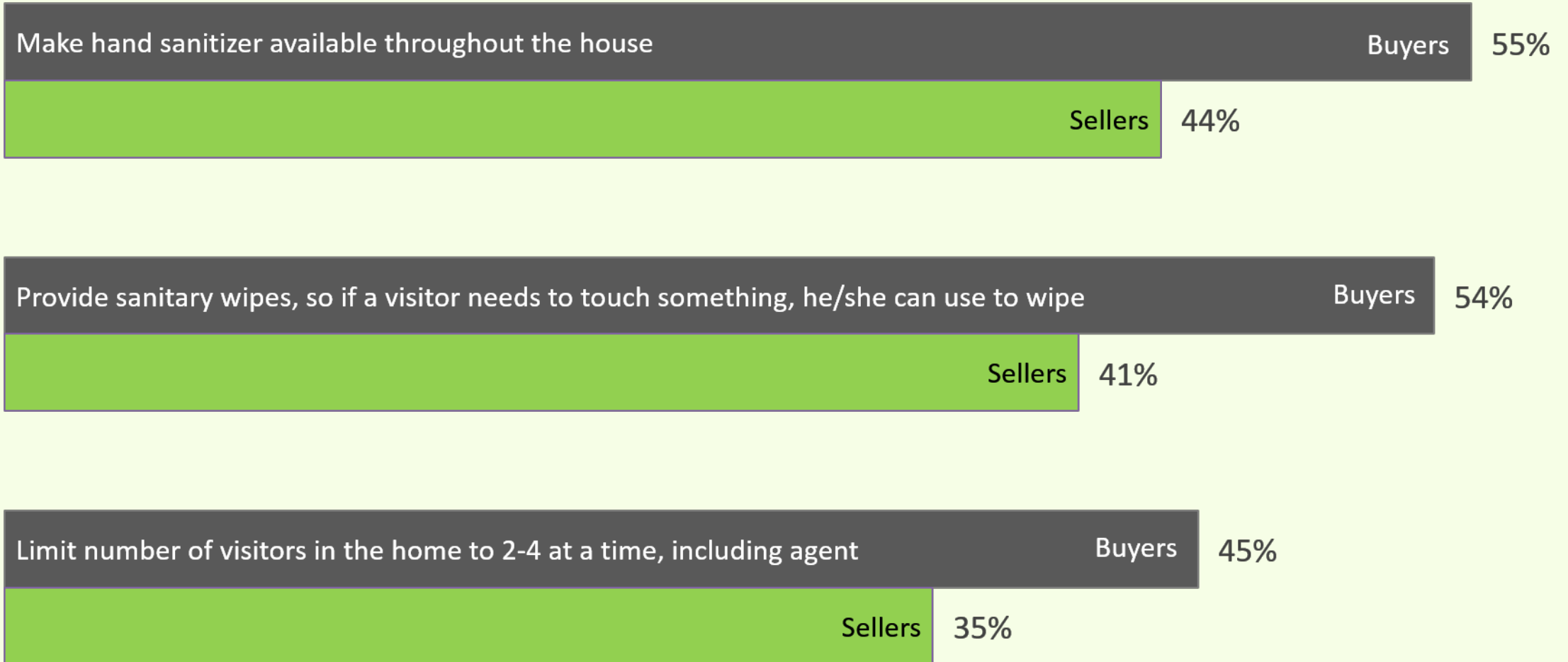
For each precaution please indicate, on a scale from 1 to 10, how good or bad the idea is.

Limit the number of visitors in the home to two-to-four at a time, including the agent	7.9
Provide sanitary wipes, so if a visitor needs to touch something, he/she can use to wipe	7.8
Make hand sanitizer available throughout the house	7.8
In the entryway, agent provides a list of all precautions taken in the home to ensure its sanitization	7.6
Limit the amount of time a visitor can stay in the home	7.5
Prohibit all visitors from touching anything in the home; doors/cabinets will be pre-opened	7.4
Inform all visitors that the home was professionally sanitized/fumigated before it was opened to visitors	7.4
Lay floor-protection paper throughout home to signal to visitors where it is OK to walk	7.3



THREE PRECAUTIONS THAT WILL ENDURE

Percentage of respondents who think these practices should continue once the pandemic has long passed



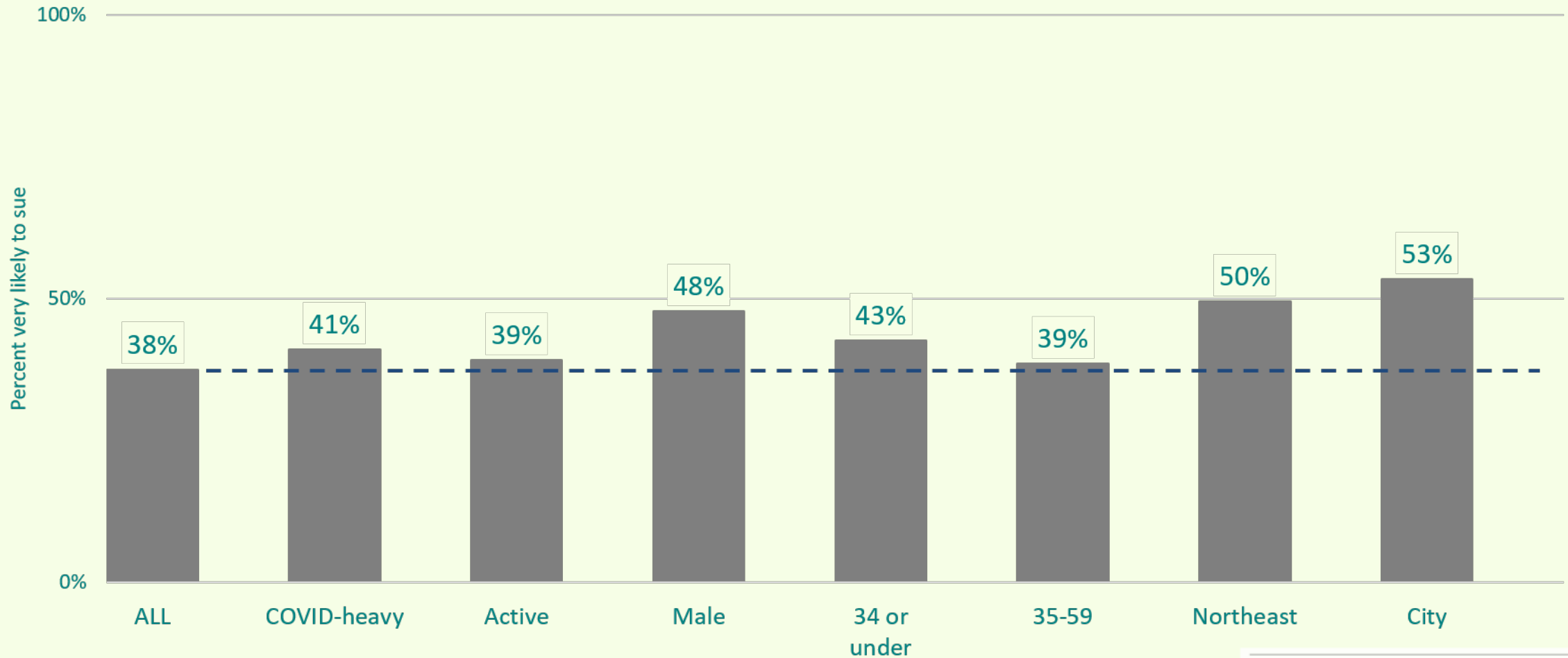
Litigious buyers and sellers*

*The survey revealed that some buyers and sellers may be tempted to sue brokers if they contract COVID-19 during a real estate showing. These are interesting statistics and good for you to be aware of the heightened sensitivity of the buyers and sellers during this health pandemic, but this does not necessarily mean that buyers/sellers would have a strong case for suing their brokers.



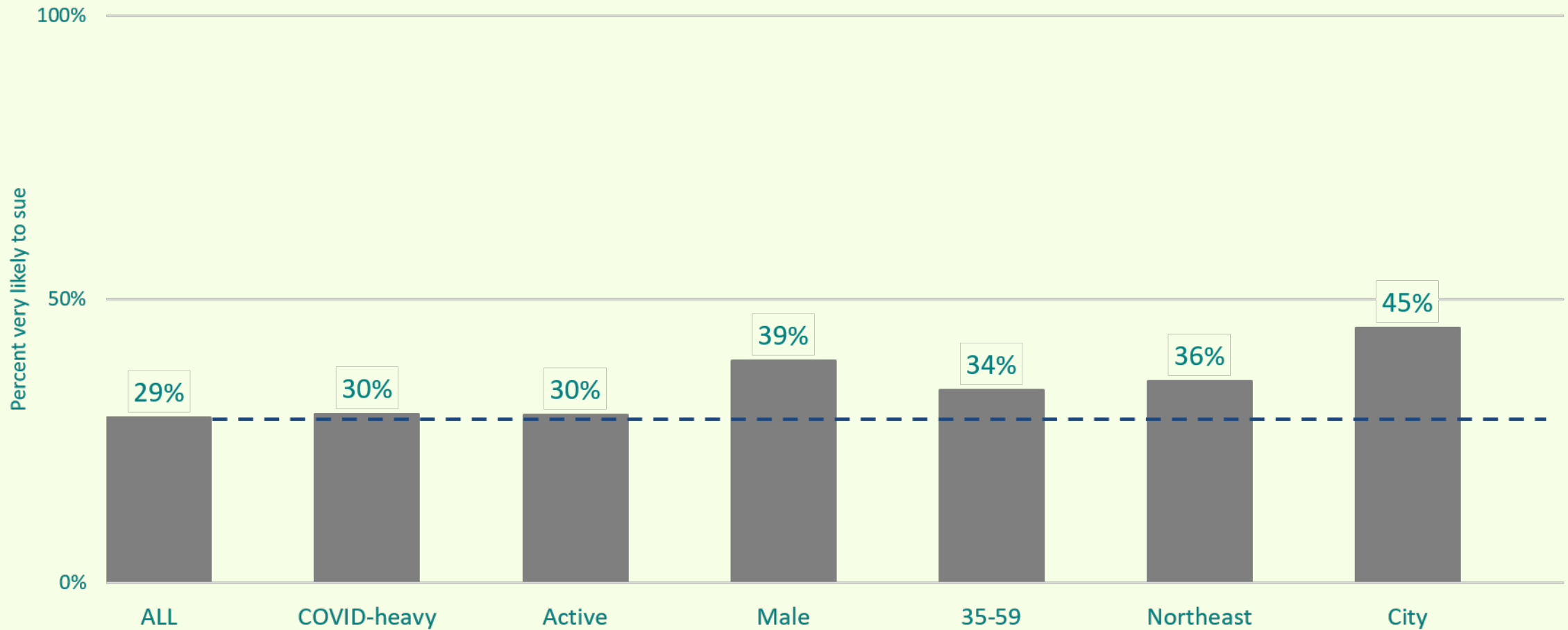
BUYERS TEMPTED TO SUE BROKERS IF THEY GET SICK

Imagine you had visited a home on the first of the month, and on the seventh of the month you found out that one of the residents had COVID-19. A few days later you came down with the illness yourself. How likely would you be to pursue legal action against your real estate broker?



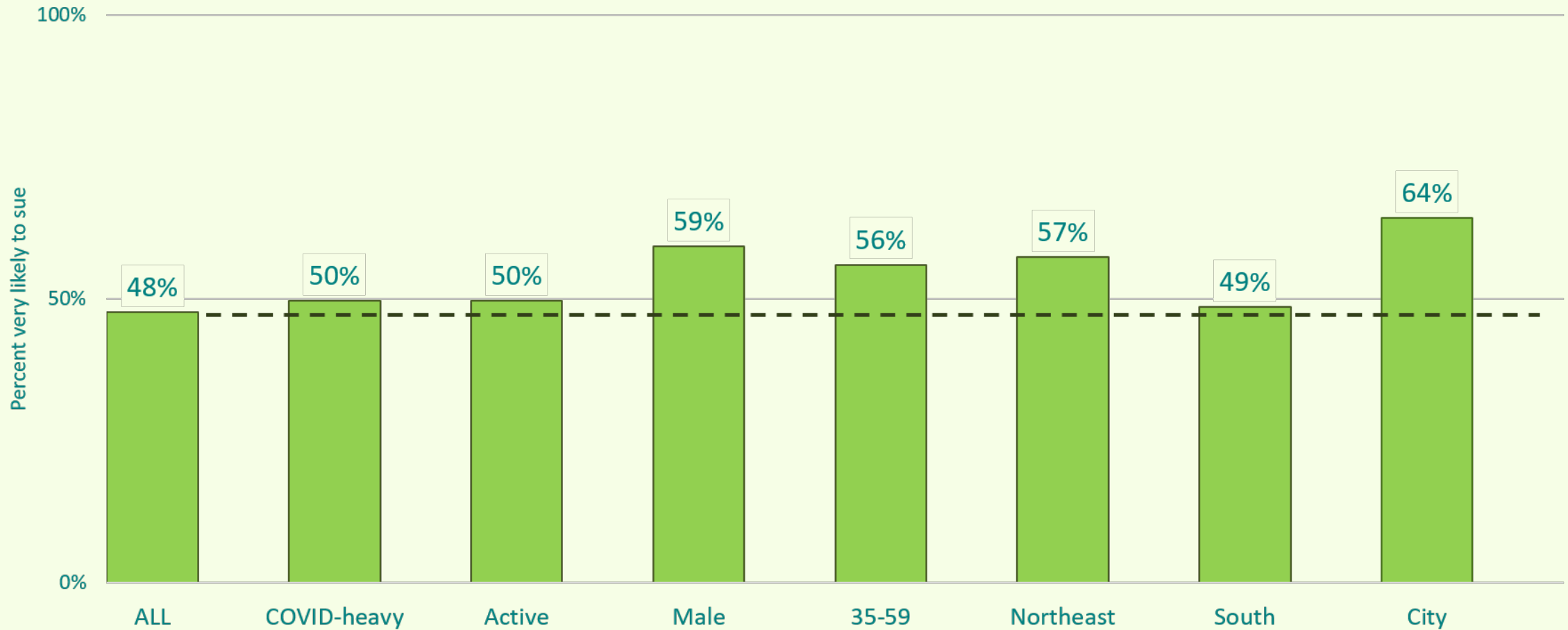
...EVEN IF BUYERS SIGNED A RELEASE, THEY'D STILL CONSIDER IT

Imagine the same scenario, but the only difference is that you signed a release before seeing the home, holding your real estate broker harmless if you or a member of your family came down with COVID-19. In that situation, how likely would you be to pursue legal action against your real estate broker?



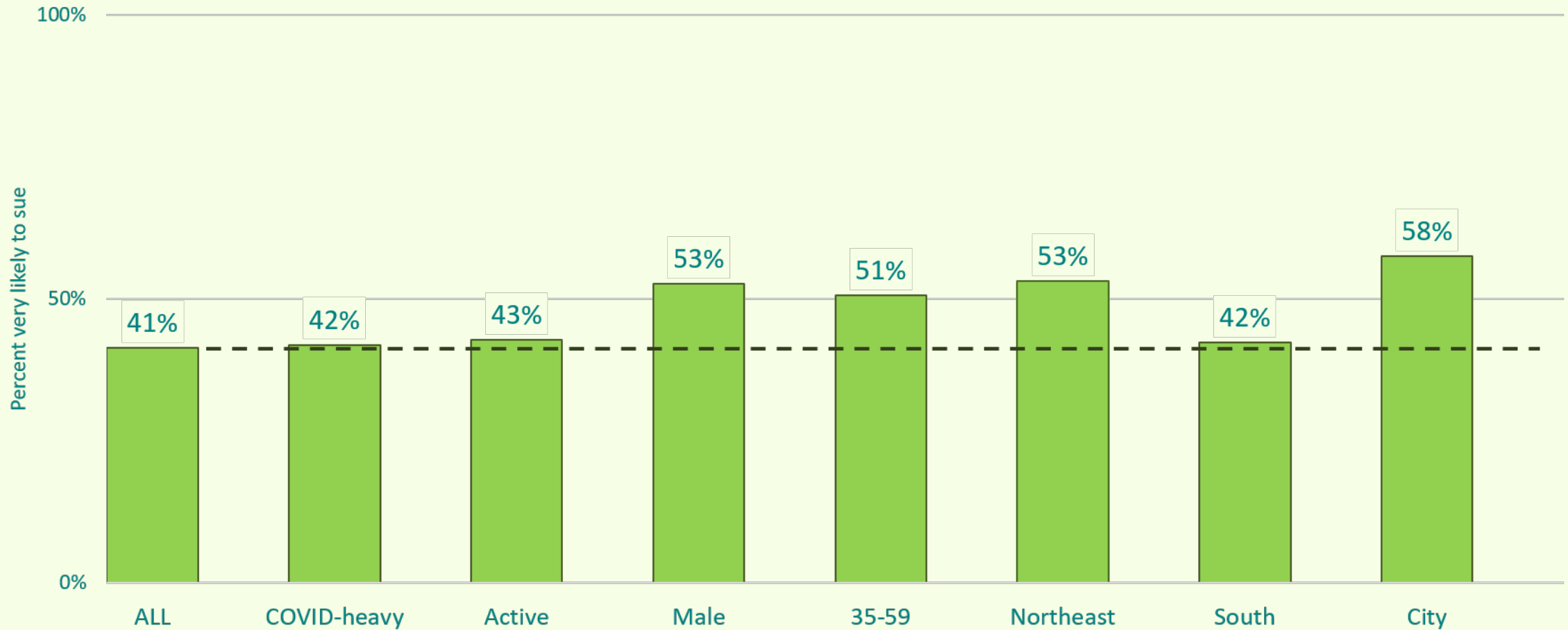
SELLERS TEMPTED TO SUE BROKERS IF THEY GET SICK

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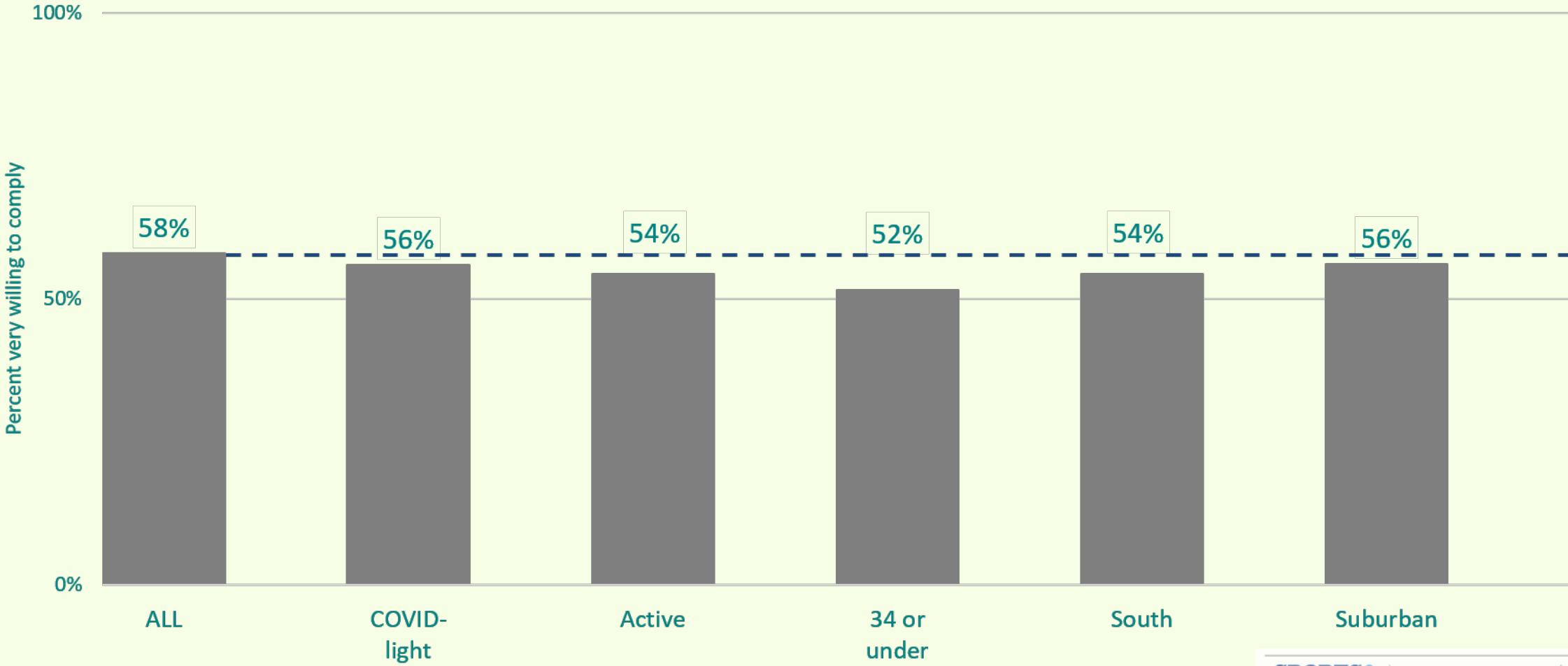
..EVEN IF SELLERS SIGNED A RELEASE, THEY'D STILL CONSIDER IT

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MOST BUYERS WILLING TO WAIVE RIGHT TO SUE

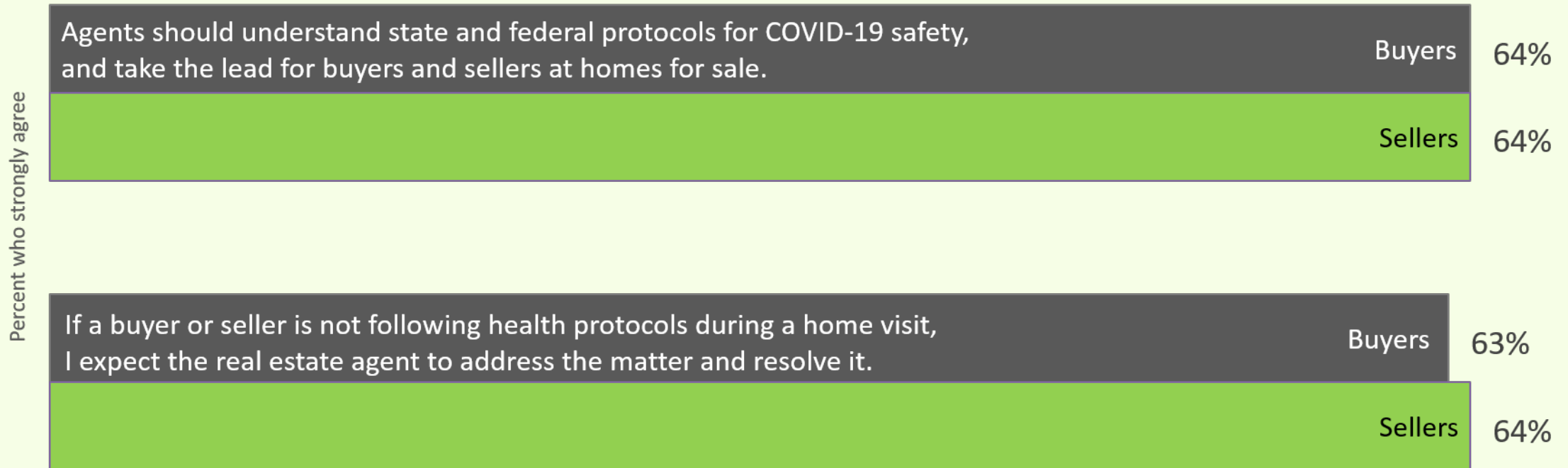
Percentage willing to comply with a requirement that all visitors to sign a form waiving rights to sue the seller or agent for COVID-19 related claims



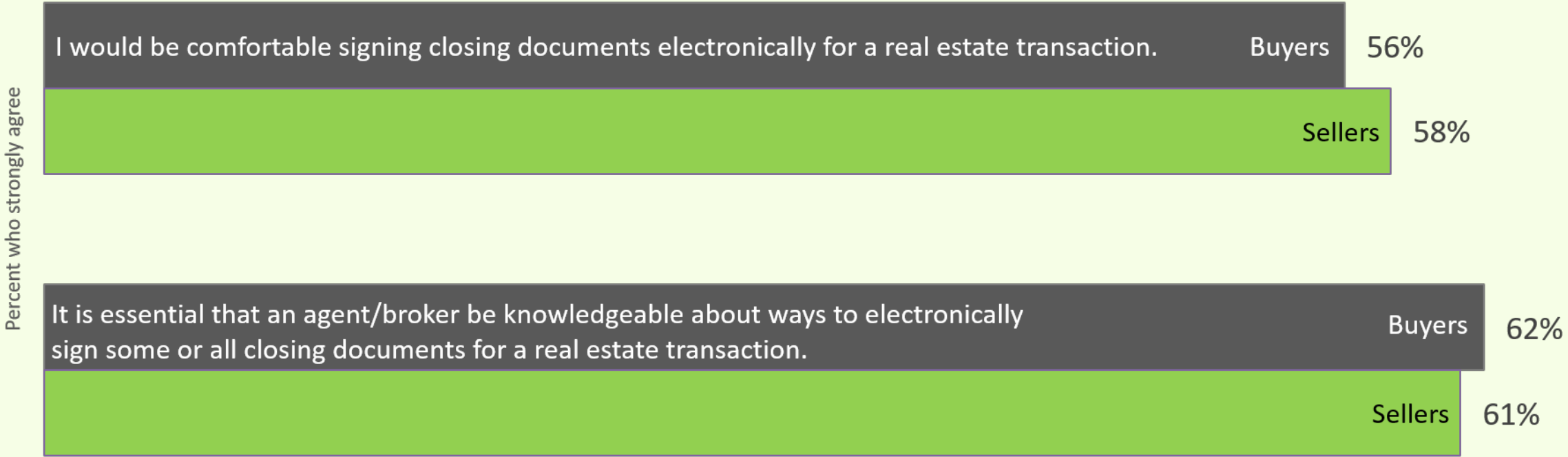
Agents provide high value, and during the pandemic need to meet high expectations



AGENTS EXPECTED TO KNOW & ENFORCE RULES

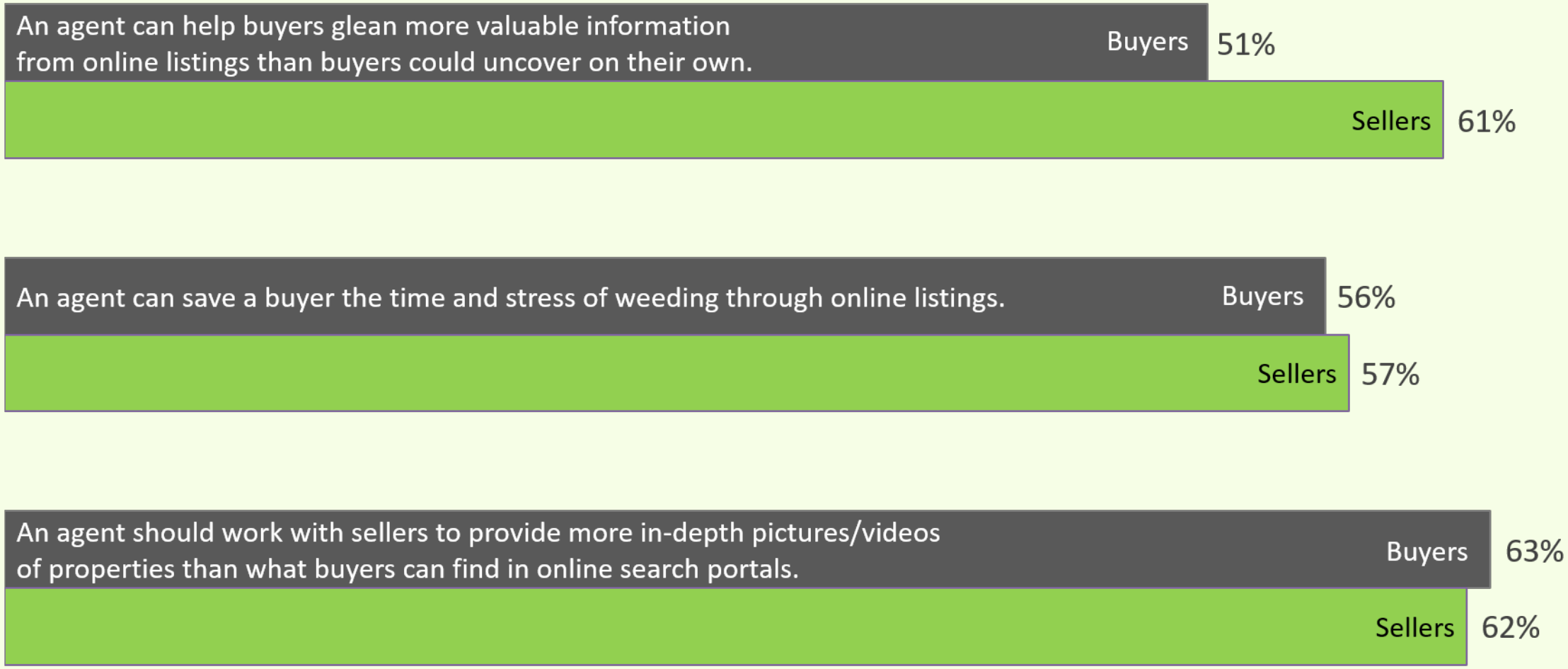


AGENTS MUST KNOW HOW TO CLOSE ELECTRONICALLY

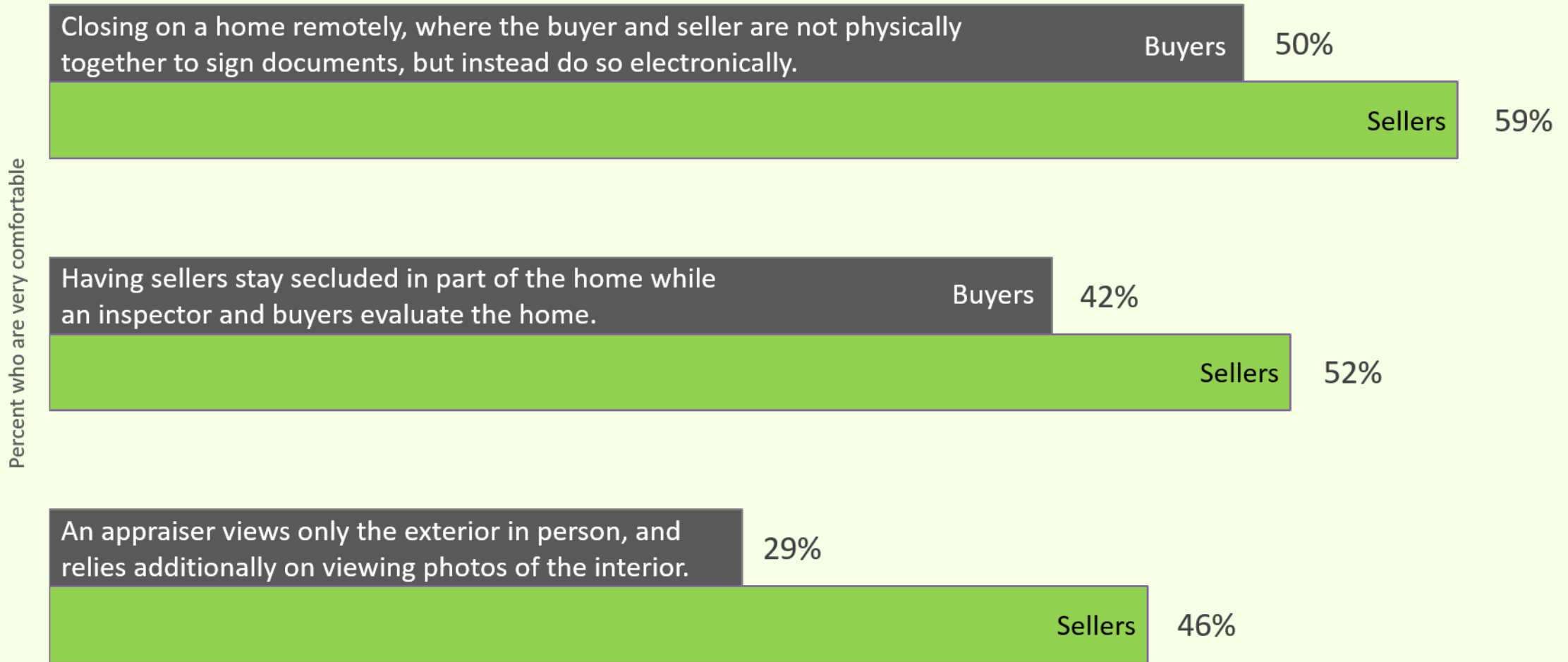


AGENTS ADD VALUE TO THE ONLINE SEARCH

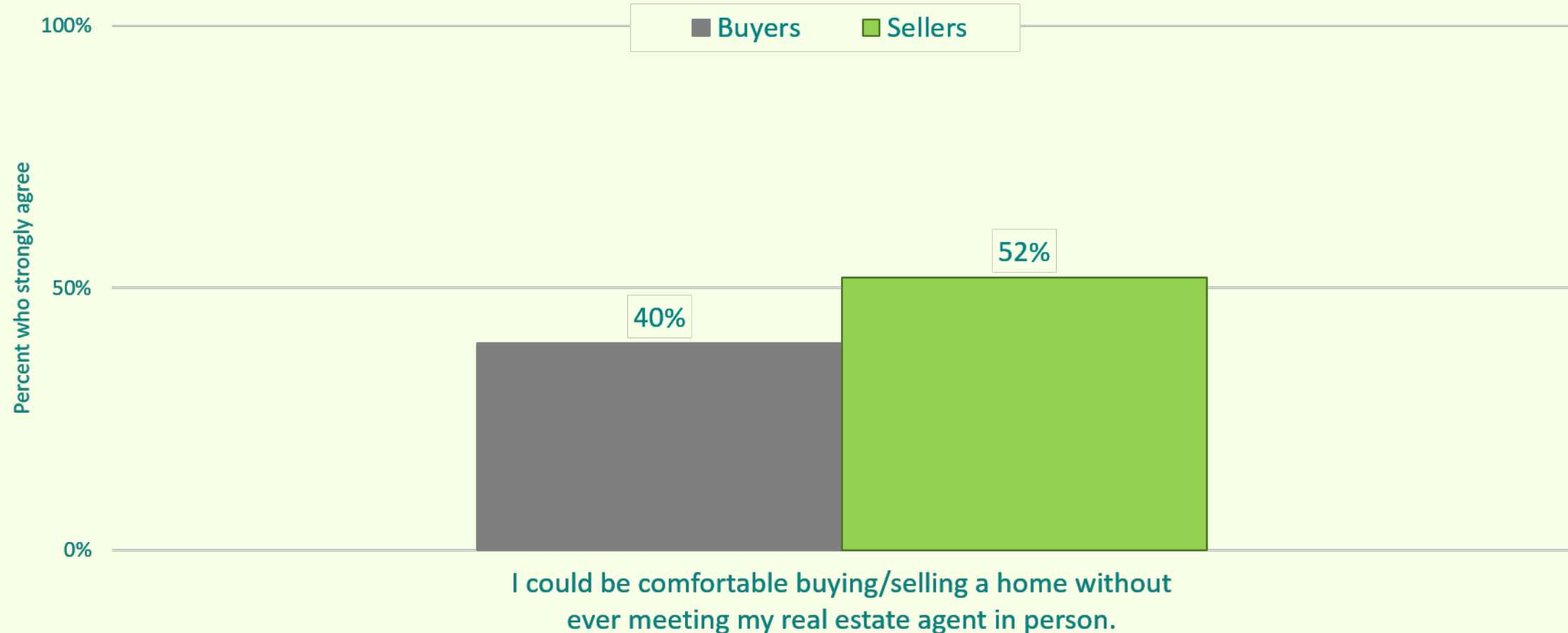
Percent who strongly agree



COMFORT VARIES FOR CERTAIN SALES STEPS

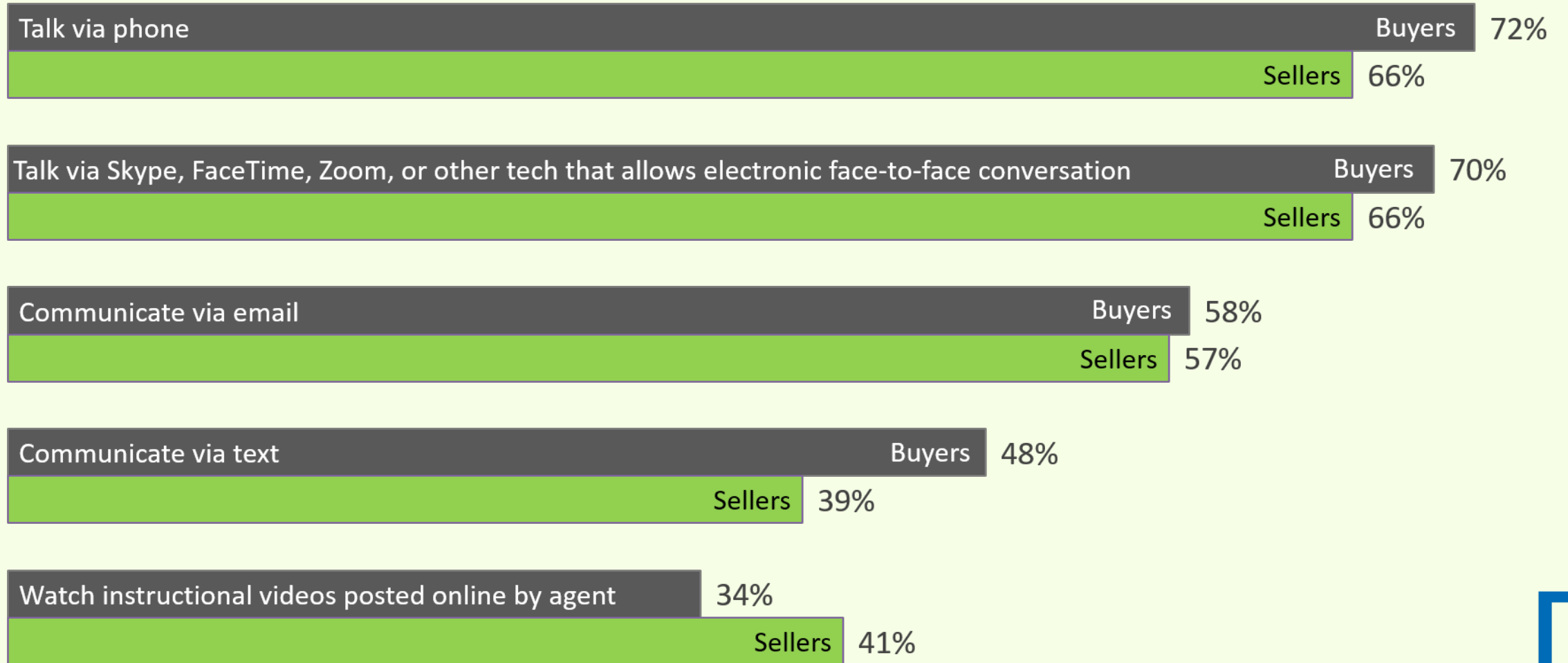


WITH MANY NOT NEEDING TO MEET AGENTS IN PERSON..



...PUT A PREMIUM ON ORAL COMMUNICATION

Percent who say this method makes them feel comfortable/connected with their agent





CIRCLING BACK TO WHERE WE STARTED...



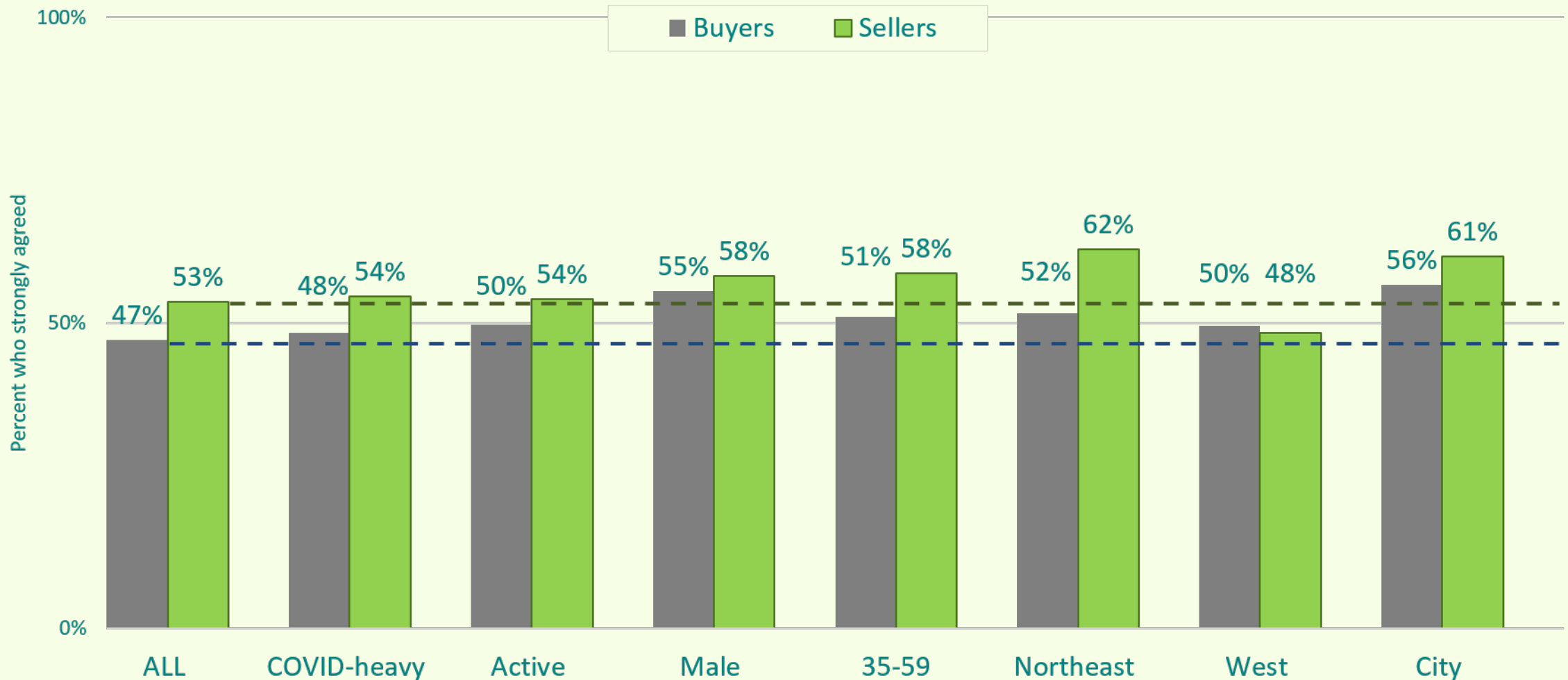
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AGENTS REALLY MATTER DURING PANDEMIC

Percent who say that during the current pandemic, relying upon a real estate professional when searching for a home/selling a home is much more important than before



KEY ACTION ITEMS FOR THE CURRENT MOMENT

- Actively help buyers and sellers get more out of online
 - Pair virtual tours with written information about home improvements
 - Be sure to include a tour of the neighborhood with the house tour
 - Actively engage in the online search process for/with buyers
- Be prepared to limit number of visitors at one time
- Keep it clean! Stock up on sanitizer and wipes; they're likely permanent
- Understand why buyers/sellers might be litigation-prone
- Know the protocols, follow them, and don't be afraid to enforce them
- Talk to your clients, don't just text and email them
- Never forget your value—buyers and sellers need you, and they know it



QUESTIONS?

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