



Recommendations and Best Practices for Showing and Marketing Listings With Regards to COVID-19

The COVID-19 pandemic and the multiple counties “shelter-in-place” orders have raised a lot of questions about how to market listings with showings and open houses, but we are here to help.

Below are some recommendations and best practices to keep in mind and share with your clients while you navigate the current situation. Please keep in mind that these are **only** suggestions, check with your broker/office manager regarding your office’s policy and of course consult your clients. Also check with listing agents for updated showing instructions.

Open Houses:

- As of March 23, 2020, Bell County has issued a “shelter-in-place” order; requiring all citizens to stay at home, with the exception of essential businesses. A public open house would be prohibited until the order is lifted.

Use Temporarily Off Market (T) status if you're discontinuing all types of showings, including virtual. T status will freeze your Days on Market (DOM) counter and signal to other agents that your listing agreement is still valid.

- DOM & CDOM: Both do NOT accrue while a property is in T status. Keeping a listing in T status will also prevent agents from contacting your client, since an active listing agreement is still in place.
- Expiration Date: Listings will still Expire while in T status. Make note of your Expiration Date when putting a listing into T status.
- You may also Withdraw (W) your listing but note that 90 days must pass for the listing to be brought on market as new and CDOM will not reset until 120 days have passed.

Impact Days of on Market on Listings: You may be concerned about the impact of the Days on Market (DOM) field for your listing. At this time, there are no plans to suspend the Days on Market field in the MLS, as it would greatly hinder our industry’s ability to effectively analyze and provide accurate data of our marketplace.

The CTXMLS is monitoring the situation and if they make a change or recommendation regarding any MLS procedure or guideline we will let you know.

We encourage you to counsel your clients on how Days on Market will be impacted, understanding that the entire marketplace is in this unique environment and that all home sellers are experiencing this together.

If your client would like to keep their property on the market, consider virtual showings. To continue showings for your property while also embracing social distancing, put your robust phone technology to work and host a virtual showing for another agent and their client(s). Here are some examples!

- Record a video walk-through of the property while you add commentary. Or edit the video on a quick-edit video platform on your phone. For iPhone users, download iMovie. For Android users, try ActionDirector.
 - Remember! You can create a video, host it online to get a URL, and plug the video into the listing. You can choose branded or non-branded links on the listing; input in Add/Edit (under the "Virtual Tour" tab). This will display on the listing for all agents and their clients to view the property remotely.
- If video seems out of your wheel house, utilize our affiliate members who specialize in photo & video services.
 - **QuickPics – Brent Eckley**
brent@quickpics.net – 888-244-8710
 - **Sold In a Snap – Danielle Fleming**
soldinasnapphotography@gmail.com – 254-307-7989
- ~~Schedule a Face Time or video chat with an agent and their clients and walk through the property while answering their questions live.~~

~~If you are going to continue to allow on-site showings for your listing, please ensure the proper safety measures are in place and you and your clients follow the CDC COVID-19 guidelines. This is especially important for listings that are still occupied.~~

- ~~Some Social Distancing applications for REALTORS®:~~
 - ~~Consider meeting all clients at listings and not sharing a vehicle.~~
 - ~~Clean hands before entering the house and immediately after leaving.~~
 - ~~Update your car kit to include disinfecting wipes, gloves, and booties to minimize the transmission of germs throughout the property.~~
 - ~~Offer to clean frequently touched surfaces for sellers upon exit, following each showing.~~
 - ~~Ask your preferred title company for virtual closing capabilities, in lieu of group meetings in person.~~

PROPERTY SHOWINGS ARE NOW PROHIBITED according to Bell County Directive 4. Directive 4 designates Real Estate Office as an essential business, not to include site visits for the purpose of showing property. [Bell County Directive 4](#)

Bell County real estate is still open for business, but our business is changing. Please visit [TBBOR's COVID-19](#) resource for the latest industry updates regarding COVID-19.