



ASSOCIATE ADVISORY GUIDE

BEST PRACTICES | COVID-19

- VERSION 1.1 -

We want to be clear that Berkshire Hathaway HomeServices Georgia Properties is open for business! We are evolving our approach to work smarter and more virtually to help our associates, clients and customers achieve their real estate goals.

In response to the growing concerns about COVID-19, commonly referred to as coronavirus, Berkshire Hathaway HomeServices Georgia Properties is providing this guidance to help our associates respond to the coronavirus's potential impact on the real estate industry. Be sure to refer to the CDC's website for up-to-date information <https://www.cdc.gov/coronavirus/2019-ncov/index.html>, the NAR guide for REALTORS® <https://www.nar.realtor/coronavirus-a-guide-for-realtors> and the World Health Organization <https://www.who.int/emergencies/diseases/novel-coronavirus-2019>. We will continue to provide updates as new information becomes available.

WE ARE OPEN FOR BUSINESS

Berkshire Hathaway HomeServices Georgia Properties is well-equipped to work virtually. Our associates can show properties virtually using several solutions including Zoom Conferencing, FaceTime, Facebook or Instagram Live, Property Videos and 3D Tours. MoxiPresent provides buyer tours, neighborhood tours, real-time CMA's and personalized online presentations. Offers and contracts can be processed electronically using our proprietary contract form solutions, e-signature and transaction management systems. Earnest money can be sent electronically. Mortgages can be secured electronically. We are working closely with our partners at Weissman to facilitate the signing of closing documents by buyers and sellers in the most responsible manner. We are ready to help our clients and customers take advantage of these incredibly low mortgage rates to buy and sell homes.

VIRTUAL SHOWINGS AND OPEN HOUSES

Berkshire Hathaway HomeServices Georgia Properties provides options for virtual showings and open houses. This allows our associates to provide the same maximum exposure marketing that attracts the most potential buyers while limiting people entering the home. We can use Zoom Conferencing and other solutions to register virtual prospects, tour the property, communicate the unique story of the property and qualify potential buyers. Training will be provided.

BEST PRACTICES

- Use new social protocols for greetings (fist or forearm bump versus a handshakes).
- Hand sanitizer recommended at entry and departure locations .
- Surgical masks, shoe covers and protective gloves (if available).
- Recommended showings are appointment only.
- Recommended that associates meet clients at the property versus the office
- Listing agent will open doors and cabinets upon request.
- Listing, buyer and other print materials will be made available in digital format.
- REALTORS® must be mindful of their obligations under the Fair Housing Act, and be sure not to discriminate against any particular segment of the population.

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FAQs

WHAT UNIQUE ISSUES DOES CORONAVIRUS PRESENT TO THE REAL ESTATE INDUSTRY?

When an infectious disease, such as coronavirus, is associated with a specific population or nationality, fear and anxiety may lead to social stigma and potential discrimination. REALTORS® must be mindful of their obligations under the Fair Housing Act, and be sure *not to discriminate against any particular segment of the population*.

MAY I ASK CLIENTS OR OTHERS I INTERACT WITH IN MY REAL ESTATE BUSINESS IF THEY HAVE TRAVELED RECENTLY, OR HAVE ANY SIGNS OF RESPIRATORY ILLNESS?

Yes, you may ask clients or others about their recent travel, particularly to areas identified as having an increased risk of coronavirus. To avoid potential fair housing issues, be sure to ask all clients the same screening questions based on current, factual information from public health authorities

I TYPICALLY DRIVE MY CLIENTS TO SHOWINGS. MAY I REFUSE TO DRIVE POTENTIAL CLIENTS TO SEE HOMES?

Yes. However, be sure that any change to your business practices is applied equally to all clients. You may refuse to drive clients who show signs of illness or reveal recent travel to areas of increased risk of coronavirus, or you may instead decide to stop driving clients in your car altogether, and simply arrange to meet clients at a property. If you do continue to drive clients in your car, it is a good idea to frequently clean and disinfect surfaces like door handles and seat belt latches, and to ask clients to use hand sanitizer when getting in and out of the car.

SHOULD I STILL CONDUCT OPEN HOUSES ON MY LISTED PROPERTIES?

Speak openly and honestly with your seller about the pros and cons of holding an open house. Assess the risk based on your specific location, and direct your clients to local and state health authorities for specific information about the severity of the risk in your area. We are recommending options for virtual open houses using Zoom, FaceTime or Facebook/Instagram Live. If you do hold an open house, consider requiring all visitors to disinfect their hands upon entering the home, and provide alcohol-based hand sanitizers at the entryway, as well as soap and disposable towels in bathrooms. If you decide to do any cleaning at your client's home, be sure to check with your client in advance about any products you plan to use. After the open house, recommend that your client clean and disinfect their home, especially commonly touched areas like doorknobs and faucet handles.

WHAT PRECAUTIONS SHOULD BROKERS CONSIDER TAKING IN THEIR OFFICES?

The company has provided Zoom Conferencing so your office can host virtual meetings. For any staff member or agent exhibiting any sign of illness, the company will implement a mandatory "stay-home" policy.

We all hope that this risk will pass in the near future. We know that modifying in-person meetings and interaction may not insulate us entirely from COVID-19. By having these Best Practices in place, we are mitigating the risks and minimizing the spread of the coronavirus.

Contact Your Managing Broker for Additional Questions or Concerns



BERKSHIRE HATHAWAY
HomeServices
Georgia Properties

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