



Preparing a Property for Virtual Showings



Virtual tours and showings have become much more popular these days and a new norm in the aftermath of the world's exposure to COVID-19.

Many home sellers, and buyers, may not feel as comfortable or may opt to limit the number of people who physically enter their homes during these unprecedented times. Virtual solutions create a safe and effective way to put home buyers and sellers at ease while also getting the job done.

Much like in-person showings, there are lots of home staging recommendations agents or homeowners can follow to make virtual showing successful! When preparing your property for a virtual showing and tour follow these key tips:

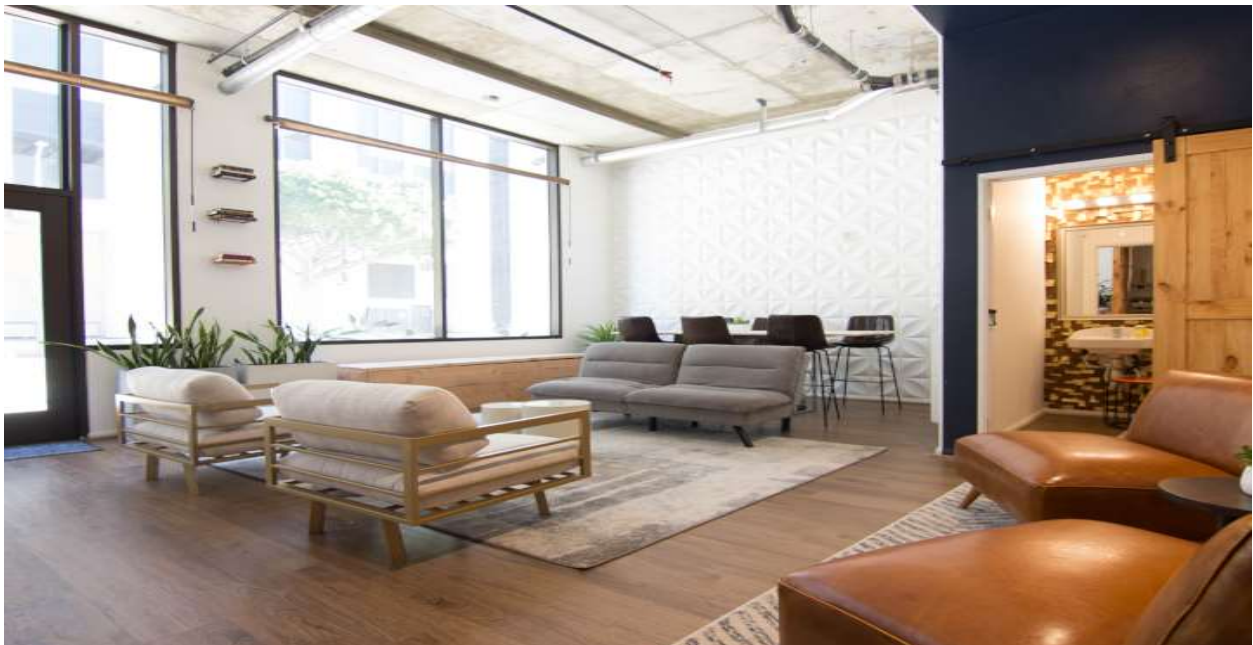


Cleaning & Decluttering



Decluttering, depersonalizing, and deep cleaning must be a top priority. Make sure to declutter all areas that will be shown in the views and clean all countertops and rooms. Have a plan for pets and their belongings so they can be safely separated from the showing. Homeowners can depersonalize by removing any family photos and perhaps any signs of religious or political preferences. First impressions are everything!

Lighting





Show your home under the best possible light!

Lighting can enhance the feel and look of a home, enhancing the impression of an open and bright space. Open blinds and curtains and replace any dull lightbulbs. Keep all lights on during the virtual tour photo session. Natural light coupled with the interior light can aid in optimal lighting for filming.

Indoor/Outdoor Living



Optimize outdoor spaces by placing emphasis on focal points. Make sure furnished patios include appropriate decor to create an indoor-outdoor living feel and give the illusion of extra square footage. Small conversation areas with an outdoor sofa or loveseat and chairs with accent pillows, throws, ottomans and outdoor rugs help buyers envision a place they can relax.



Highlight Key Features



The importance of features and requirements buyers will be looking for in their new homes has been in the spotlight as a side effect of the pandemic. Areas like home offices and workstations, mud rooms, and flex spaces have been identified as core areas to highlight. Be sure to stage and call attention to these areas during the photo shooting session.

Make a Cleaning Effort

Although you probably keep your home neat at all times, we want to encourage you to make an effort and prepare your home for the virtual shooting session.

The good thing is you that unlike with in-person showings were you have to keep your home neat at all times, you only have to make that special home cleaning effort once for 3D Virtual Tours.

We look forward to working with you on creating a wonderful 3D Virtual Tour of your property.