



HOW TO SELL DURING A PANDEMIC

By Judy Faulkner, Broker or Record / Owner



For most of us, selling our home is the largest and most important business transaction we will ever make.

In normal circumstances, the experience can be stressful. Throw a novel coronavirus pandemic into the mix and suddenly you're dealing with a whole new emotion: fear.

The real estate industry, deemed an essential service in Ontario, has quickly modified business practices to meet health and safety standards to prevent the spread of Covid-19. Take Faulkner Real Estate, for example. It made sure everyone was protected when it helped clients who needed to put their house on the market this spring as part of a military relocation.

Faulkner Real Estate screened prospective buyers carefully to determine if the home was a good match and if they were pre-qualified for financing before viewing.

The residential brokerage made sure

interested buyers signed documentation that ensured they were in good health and that had them agree to the terms and conditions of the showing, such as the wearing of facial coverings, sanitizing of hands and maintaining a minimum six-foot distance at all times. Up to two people, accompanied by a realtor, were allowed to access the home at any one time.

All interested buyers, save for one, accept the recent house inspection report supplied by seller.

This minimized the amount of time the sellers had to stay outside their home and also resulted in a quicker sale. The house sold, unconditionally, within six days, following 35 showings and 17 offers.

Not surprisingly, the number of homes sold fell dramatically in April due to worry and uncertainty surrounding the global pandemic.

On the bright side for sellers, prices were up in Ottawa due to low inventory, pent-up demand, and historically low interest rates. The Ottawa Real Estate Board (OREB) reported year to date figures showing a 15.1 percent increase and an 18.5 percent increase in the average sale prices for residential properties and condominiums, respectively.



Faulkner Real Estate is keeping its clients safe during the pandemic while helping them sell their homes, such as this property at 275 Second Avenue in The Glebe.

Tips for selling one's home include:

- Consider where you will pass the time when showing the house, as there are fewer places to go during the pandemic. Options include visiting a park or going on a car ride. Be sure to bring snacks and activities for young members of your family.
- Have cleansers on hand to sanitize areas of the house that can be contaminated, such as door knobs, cupboard handles, light switches, taps, and handrails on stairs. By grouping showings into one timing block, it will reduce the number of times you will need to re-sanitize your home.
- The use of eye-catching photos and/or videos to promote a house is a must, especially with open houses now prohibited.