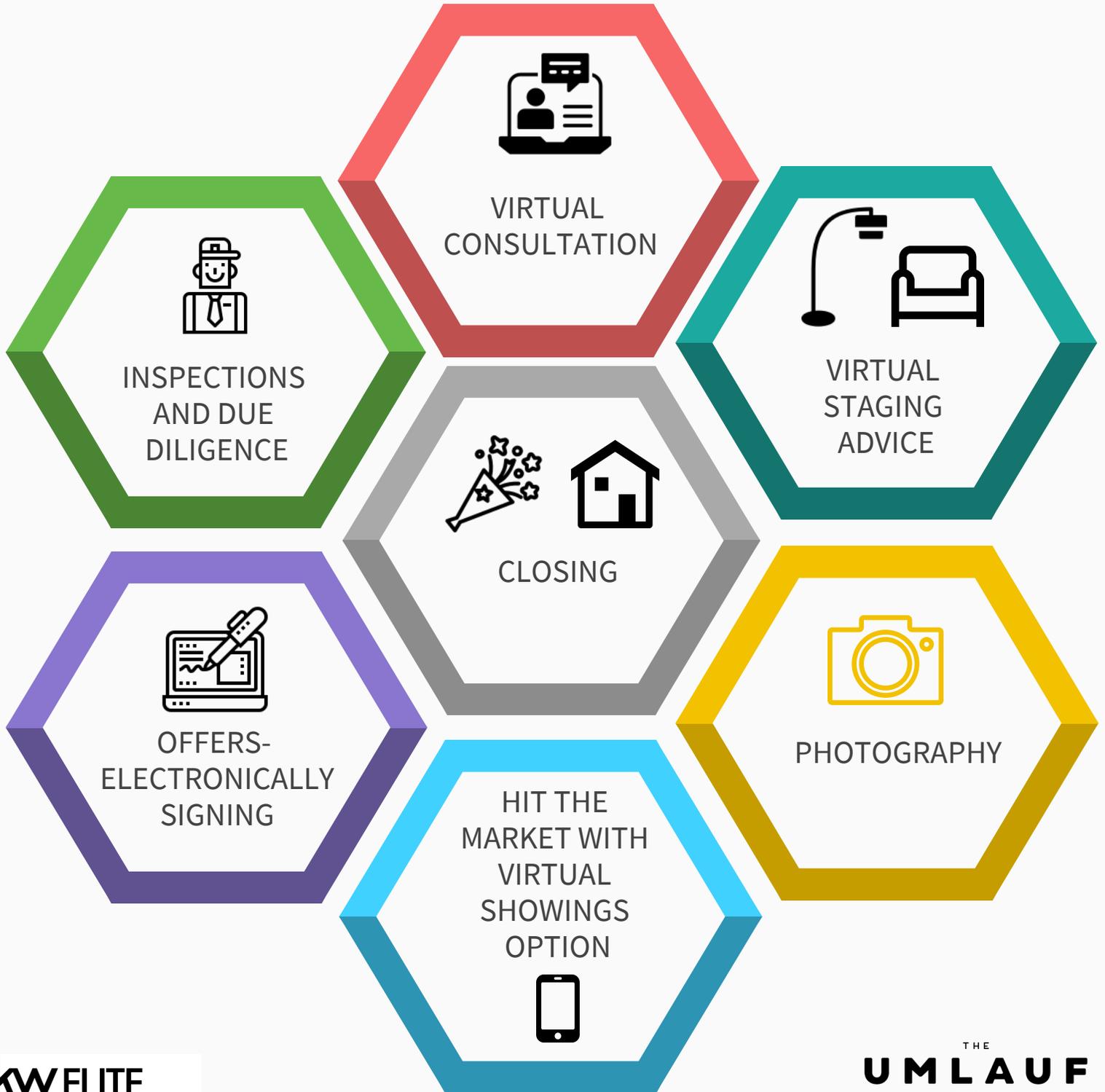




# VIRTUAL HOME SELLING GUIDE



The Umlauf Group is committed to providing our clients with a safe, convenient, and successful real estate experience. As our world continues to face and overcome new challenges, such as COVID-19, we use these as opportunities to grow and expand our services to our clients. This includes developing and optimizing virtual services for every step of the real estate process while still maintaining the personalized experience that is our core value. We continue to offer in-person services to all clients, utilizing recommended safety and social distancing protocol every step of the way. In addition, we are excited to now offer a VIRTUAL option for every step of the selling process if that is your preference! This broadened suite of services is outlined in the following pages.



# VIRTUAL HOME SELLING GUIDE



## VIRTUAL CONSULTATION

\*Typically, we come to your home for a listing appointment to be able to get to know you better, share about The Umlauf Group, discuss the listing process, and take a tour of your home.

\*Alternatively we can arrange to Facetime or Zoom with you to learn more about you, your reasons for selling, your real estate goals, and your timeline. You can walk us through your home virtually to help us better understand the layout and condition of your home.

\*After our conversation we will develop a comparative market analysis and discuss pricing strategies for your home as well as our marketing plan. All of the paperwork can be reviewed and signed electronically.



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\*Once we have started the listing process with you, our stager will set up a time to video chat with you to provide guidance on getting the home "market ready." You will go through your house room by room. On the video chat, she will give you general recommendations/guidance. After the phone call she will compile and email a very detailed staging document providing room-by-room recommendations.

\*While you are getting your house ready for the market, you can text or email any photos or questions and the stager will be able to give input.



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## PHOTOGRAPHY AND VIDEO

\*Once you have a target date for listing the home in MLS, we will schedule a date for professional photography of the home. This usually happens 7-10 days prior to the marketing date.

\*We will be sure to prioritize your safety during this appointment. The photographer is well versed in social distancing and is prepared to photograph your home in a non-invasive way.

\*We also get video footage and provide a virtual tour option online to further attract potential buyers.



# VIRTUAL HOME SELLING GUIDE

HIT THE MARKET  
WITH VIRTUAL  
SHOWINGS OPTION



\*We take an extremely active and multi-faceted approach to marketing your home. We develop a 2-minute cinematic virtual tour that allows the buyer to view all parts of the home understand the flow. This video is shared on social media platforms, our website and in MLS. We encourage buyers and their agents to view the video tour first before scheduling an in person showing.

\*Another strength of The Umlauf Group is our expansive network of agents, investors and clients. We proactively prospect for a buyer of your home by making calls on your behalf,, ensuring that your home has maximum visibility on the market

\*For those who wish to view your home in person, we will provide masks, shoe booties and sanitizer wipes as well as instructions for buyers to not touch anything in the home our use bathrooms

\*If you would like to go exclusively virtual, we can respond to showing requests by sending the virtual tour video of your home and if desired, allow you as seller (or us as agent) give a personalized virtual tour via Zoom or FaceTime.



# VIRTUAL HOME SELLING GUIDE



OFFERS-  
ELECTRONICALLY  
SIGNING

\*North Carolina allows for e-signatures on nearly all documents required for a real estate transaction. This means that you can electronically sign the listing agreement, property disclosures, purchase contract, and more from the comfort of your home.

\*We are available via video chat to go over any questions regarding paperwork and walk through those page by page if you prefer.



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## INSPECTIONS AND DUE DILIGENCE

\*The buyer has the right to perform inspections during the due diligence period, and we ensure that any inspectors that come in person to the home take appropriate safety measures to minimize exposure risks to our client. The inspectors, as well as the buyer if they choose to attend, wear personal protective equipment. At this time, many buyers are opting to participate in home inspections by video chat in lieu of attending in person.

\*Any additional negotiations regarding repairs between parties take place through your agent communicating via phone and email. If necessary, any additional contractual agreements can be signed electronically.



# VIRTUAL HOME SELLING GUIDE



\*Each attorney has developed new protocol providing additional virtual options for real estate transactions. Documents that accept e-signatures can be completed that way, and those that require original signatures can be printed, signed and scanned.

\*For the few documents that require original copies (e.g. Deed) you have the option to print and sign those in front of a notary at a location of your choosing, or for an additional fee, have a mobile notary, who will wear gloves and a mask, come to your home and perform services on your front porch.

\*Proceeds can be wired to your bank account so that you do not need to pick up a check in person.