



Guidance from Connecticut REALTORS®

April 3, 2020

Related to Photography and Virtual Options for Viewing Properties

As we enter into a time frame when we anticipate the coronavirus will peak in Connecticut, it is imperative that we all behave at the highest level of responsibility in the way we conduct business.

Connecticut REALTORS® (CTR) is committed to assisting you with information to safely practice real estate during this time of the COVID-19 pandemic. As essential parts of our business move forward, we must consider the health and safety of the State, our buyers, sellers and families. Every best effort should be taken to adopt the principles of the CDC and the Governor's request to "Stay Home, Stay Safe" to the greatest extent possible.

As provided in our [earlier guidance](#) dated March 23, 2020, it is imperative that services being provided are only those essential to the transaction. **PLEASE NOTE: PROFESSIONAL PHOTOGRAPHY AND HOME STAGING WERE NOT EXPRESSLY DEEMED ESSENTIAL SERVICES BY THE GOVERNOR'S EXECUTIVE ORDER.**

At all times:

- Limit the number of in-person activities and the number of people involved to only those which are essential;
- Although the listing or buyer agent is essential to the transaction, they should strictly limit their own visits to a property. For example, if taking a listing **it should be ONE visit** for the listing agent to take pictures and measure rooms. Paperwork can be done remotely.

You should consider that anyone you are in contact with may have the virus. Many are carriers or infected but not yet exhibiting symptoms.

Property photos and virtual options for viewing properties

Now is a great time to leverage the many available alternative marketing opportunities. **Let your clients know that you are committed to their personal safety**, will continue to service them and can continue to market their home using an incredible array of available technology. Offer your clients these alternatives:

- Host a virtual tour or private virtual showing using Skype or Facebook
- Help your client conduct a "live" virtual tour
- Use virtual staging to showcase a property
- Video tours
- Video check-ins

Options for photography:

- Take pictures using your own camera or cell phone
- Ask your clients to take pictures using their cameras or cell phones
- Order an upgraded camera to improve the quality of your photos and tours
- Offer these guides or others: [How to](#) Shoot a Real Estate Photo by Mobile Phone; [How to](#) Photograph Real Estate with a Smartphone
- Depending on copyright, use prior pictures taken or owned by the seller or ask permission of the photo owner

Use the [virtual toolkit](#) from SmartMLS for products available to you. If you use any of this technology in your MLS listings, make sure that you have secured the proper permissions for the scans or videos before uploading to the MLS.

This document is provided based on information known to us to date. It is subject to change at any time. Guidance is subject to change as situations evolve or as any government entity may otherwise dictate. CTR is not your corporate legal counsel. CTR is providing this guidance as our best effort to help you comply with the State of Connecticut Executive Order

