

SHOWING GUIDELINES



MIAMI REALTORS®, with insights from Florida's Surgeon General's public communications, the National Association of REALTORS®, and Florida REALTORS®, has developed a guide for our members who plan to show a property in person. In addition to resuming in-person showings, we highly encourage you to show your listings via our [Virtual Open House](#) platform to increase exposure and to save you and your customers time on the initial tour of the properties. Below are the “dos and don'ts” to consider for in-person showings as well as exclusive MIAMI REALTORS® tools that you can use.

TOOLS: [Agent 3000](#) | [Kleard](#) | [ShowingTime](#) | [Remine PRO](#) | [Amarki](#) | [Matrix – Customer Brochure & Client Portal](#) | [Homesnap PRO Savvy Card](#) | [SouthFloridaOpenHouseSearch.com](#)

DO CONSIDER:

- Do hold a conversation with your broker and the homeowner about disinfecting the property and the availability and supply of personal protective equipment (PPE).
- Do ensure measures to disinfect the property prior to and after each showing. Disinfecting must be done according to the Centers for Disease Control (CDC) Guidelines and is not the same as routine cleaning.
- Do evaluate the possibility of providing a website link in your advertising for customers to request appointment times for the showings to help control density, collect contact information, and provide safety information to guests. Use ShowingTime to set appointments and Kleard to collect contact information.
- Do post a sign, visible to guests, near the entrance to the property that contains essential safety information and direct guests' attention to the sign as they enter.
A sample sign that you can use and add your branding to is [HERE](#).
- Do ensure guests are following the safety protocols on the sign.
(You can download [HERE](#) and cobrand using Amarki.)
- Do consider having an additional person on-site to open the door for those entering and exiting the property, unless you can leave the doors propped open.

- Do set up an area outside to converse with guests and answer questions to reduce the time guests spend in the property.
- Do keep all interior doors in the home open, if possible, to minimize the need to touch surfaces.
- Do plan a route for visitors to follow while touring the property to ensure safe distancing, especially in narrow passageways.
- Do require all guests to wear face masks while in the property.
- Do have extra disposable PPE available at entrances for guests who do not bring their own.
- Do require social distancing; everyone who is not in the same household must remain at least 6 feet apart.
- Do wash your hands with soap for 20 seconds frequently.
- Do bring hand sanitizer for you and your clients to use.
- Do place an open trash can near the exits to the property for disposal of used PPE.
- Do your business card electronically. Use your Savvy Card to send your information.
- Do instruct guests that the property is a “TOUCH-FREE ZONE” except for safety purposes, like a stair railing. Sanitize such surfaces before and after every visit.

DON'T CONSIDER:

- Don't allow gatherings of more than 10 people. If the property does not have the square footage to allow for 10 people to stay at least 6 feet away from each other, reduce the group size accordingly.
- Don't conduct a showing if you, your clients, or the homeowners do not feel well.
- Don't let too many individuals into the property at one time. You must control the density to ensure that people stay 6 feet apart.
- Don't allow guests to spend extended time in the property after they have viewed it.
- Don't use paper or pens to take notes. Use your phone to take notes.
- Don't distribute brochures or other papers. Utilize: Open House Website Brochure | Matrix – send Customer Brochure and/or set-up customer in Client Portal, Homesnap PRO | Agent 3000 | Remine PRO
- Don't hand out your business cards or allow others to do so. Use your Savvy Card to send electronically

LAST BUT NOT LEAST...

IMPORTANT REMINDER: COVID-19 may be spread by individuals who show NO SYMPTOMS. Therefore, CDC, state and local safety protocols are essential for any practice of in-person real estate activity.

If you decide in-person showings are right for your business, carefully plan how you will conduct them given the pandemic. It's not business as usual. Start developing a strategy to address the potential risks of in-person events. The plan should involve discussions with and/or information collected from:

- The broker and agent
- The homeowner
- The condo or homeowners association

While this is not an exhaustive list, these are some steps that can help reduce health risks and potential liability in conducting open houses. Remember that subsequent state reopening orders, orders of local governments and association rules and regulations may impact whether in-person showings are allowed.