

GETTING BACK TO WORK IN NEVADA

REALTOR TIP SHEET

Your business may look radically different as it begins to recover from COVID-19 impacts. To move forward, your business will need to adapt to new safety and health guidelines and respond to new and increased expectations from staff and customers. New practices and guidelines will become commonplace in order for customers to feel safe frequenting their favorite eateries.

To help you get started we have put together this tip sheet that focuses on three important areas: **React, Recover, Be Resilient**. We conclude the tip sheet with a list of **Resources** to help you.

Requirements: *Nevada Phase 1 Reopening*

On May 7, 2020, Nevada Governor Steve Sisolak announced *The Roadmap to Recovery for Nevada: Phase 1*. In the roadmap, realtors are strongly encouraged to continue virtual tours and showcasings. In addition, the following guidelines are provided for reopening real estate agencies during Phase 1 of the reopening.

All businesses *are encouraged* to:

- Have your team members be able to work safely in the community and observe the Centers for Disease Control Guidelines (CDC) at all times.
- Consider reminding your team that working outside their home continues to be voluntary.
- Have daily deep disinfections of high contact surfaces (e.g. door handles, light switches, seats, railings, cabinetry handles, appliance handles, toilets, countertops, phones, tables, etc.)
- Require employees to wear face coverings and encourage customers to wear face coverings, to the maximum extent practicable
- Reservations should be required when practicable to better achieve social distancing requirements
- Have hand sanitizer and sanitizing products readily available for employees and customers
- Designate – with signage, tape or by other means – six feet of spacing for employees and customers to maintain appropriate social distancing
- Encourage employees to do a self-assessment each day in order to check if they have any COVID-19 type symptoms (fever, cough or shortness of breath)
- Remind employees to stay home when sick, use cough and sneeze etiquette, and practice frequent hand hygiene
- Implement separate operating hours for the elderly and vulnerable customers

React: *Get ready to open your doors again!*

Be Prepared – Based on the above guidelines, below is a starter checklist of what you might need or find helpful to purchase or prepare before you reopen. Always check with the state, your county, and your local health district for current operating guidelines because local jurisdictions can impose stricter requirements:

- Masks for employees (and as a courtesy for customers)
- Face shields for employees, where applicable
- Gloves for employees
- EPA-approved COVID-19 cleaners & disinfectants (See RESOURCES for link)
- Touchless hand sanitizer stations
- Touchless payment systems
- Additional POS stations

Expand Services to Meet your Customer's Needs

Have you already started virtual tours and showings as part of your reaction to COVID-19? If not, start considering now if you can add virtual tours and showings to your operations. In the early phases of reopening the economy, in person showings are strongly encouraged to be limited to three people including the broker/realtor.

- Consider using an online program for completing sales contracts
- Offer alternative marketing opportunities such as three-dimensional interactive property scans (via Matterport, Cupix, EyeSpy 360)
- Offer virtual tours using Skype or Facebook
- Use virtual staging to showcase a property
- Used programs such as Kleard for on demand open houses, Immoviewer for video tours, and BombBomb for video check-ins.

Recover: *Expect new ways of doing business. The new showcasing experience.*

Reopening requires realtors to adapt to new operating requirements that include the above social distancing and enhanced health and safety guidelines. Some best practices and tips that may help implement the new guidelines include:

Operations

- Offer virtual showings as much as possible
- Deep clean the house before any in person showings
- Limit the number of people to three, including the broker, at an in-person showing
- Limit showings to pre-qualified buyers and ask for a prequalification letter
- Maintain regular housekeeping practices; it is recommended to routinely clean dirty surfaces first with soap and water and then use US EPA-approved COVID-19 disinfectants to limit the spread of the virus
- Provide touchless hand sanitizer stations for employees and guests, particularly at entry points

Employees

- Consider splitting shifts to provide for fewer sales agents at any given site
- Provide and require employees to wear face masks
- Provide employees with gloves to wear and/or provide instruction on proper hand hygiene to practice between interactions with each table
- Encourage employees to do a self-assessment each day for any COVID-19 type symptoms, remind employees to stay home when sick
- Consider no touch thermometers to conduct pre-shift employee temperature checks and do not allow anyone with a temperature over 100F degrees to work (keep a log)

Guests

- Sales partners should make their best efforts to not set customer appointments on the same day in order to minimize the number of unique people in the space during the day. If this can't be avoided, a full cleaning of the space should be conducted in between showings – whether on the same day or not.
- Consider limiting customers to two individuals at an appointment, plus one broker/realtor.
- Have a sign in area for each customer in case there is a need for contact tracing
- Do not allow children under the age of 12 in sales offices or models.
- Require reservations and have customers wait outside or in their cars until you are able to show them the house if the appointments are on the same day
- Mark off six-foot distances on the floor to maintain space in an open house showing
- Provide masks for guests not arriving with their own
- Provide signage and encourage patrons with COVID-19 symptoms to not attend open house showings

Be Resilient: *This is all new. Adapt as necessary. Let's stay in business together.*

Business basics will be more important than ever. Evaluate your profit and loss statement. Look for ways to reduce operating. Business counselors at the Nevada SBDC are available to help you work through a new cash flow analysis and breakeven determination to evaluate the impacts of the new guidelines and best practices will have on your real estate operations. As Nevada reopens in phases, you may need to continually adjust your operations. Here are a few things to think about:

Communicate

- Keep communicating with your customers on social media and your website with announcements about your services, make sure they know you are not shut down for good,
- Be open about the measures you are taking to meet the Phase 1 reopening guidelines; consider signage at your entrance so customers can be aware of the steps you are taking
- Provide signage at your office and on your website to let your customers know what you are doing to prevent the spread of COVID-19 and to meet new industry guidelines
- Be patient, communicate openly with staff while waiting for customers to return

Expanded Services

- Offer alternative marketing opportunities such as three-dimensional interactive property scans (via Matterport, Cupix, EyeSpy 360)
- Offer virtual tours using Skype or Facebook
- Use virtual staging to showcase a property
- Used programs such as Klear for on demand open houses, Immoviewer for video tours, and BombBomb for video check-ins.

Potential Cost-Saving Measures

- Cross train employees so they can cover multiple areas
- Try to partner with furniture stores for home showcasings
 - Offer to sell the furniture store's furniture with the house so you don't have to rent it for showings
- Move towards more digital advertising to cut on printing costs

Creative Marketing

- Update or redesign your website; make sure it is mobile friendly
- Use micro social media and focus more on the immediate neighborhood in order to bring in local customers
- Create a following on social media and keep in touch with customers
- Use micro social media and focus more on the immediate neighborhood in order to bring in local customers
- Supply apartment complexes, and condos with special promotional codes to help drive business
- Place ads in the local visitors center
- Look for free internet advertising

Resources

Below are additional resources to help realtors react, recover, and be resilient in the face of COVID-19.

Nevada SBDC Small Business Recovery Procurement List

<https://docs.google.com/spreadsheets/d/e/2PACX-1vRaNqMHmNRt3ZAIsoivMUghuvuZBOsNx8d6WG-S7HVjfPlsqrb5HfYXd6OCl2-9FA/pubhtml>

US EPA List N: Disinfectants Approved for Use Against SARS-CoV-2

<https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>

Center for Disease Control (CDC) Guidance for Businesses and Employers

<https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>

Southern Nevada Health District Guidance to Reopen Businesses

<https://www.southernnevadahealthdistrict.org/coronavirus/guidance-to-reopen-businesses-and-permitted-facilities/>

Nevada Health Response | COVID-19 in Nevada

<https://nvhealthresponse.nv.gov/>

Nevada Governor's Office of Economic Development

<https://www.diversifynevada.com/>

Nevada Department of Business & Industry, Occupational Safety & Health Administration

<http://dir.nv.gov/OSHA/Home/>

Small Business Federal Financial Assistance

<https://www.coronavirus.gov/smallbusiness>

Washoe County Health District: Real Estate and Property Leasing

<https://covid19washoe.com/wp-content/uploads/2020/05/Real-Estate-and-Property-Leasing.pdf>

Nevada Association of Realtors

<https://nevadarealtors.org/covid-19-resources>

National Association of Realtors

<https://www.nar.realtor/coronavirus-a-guide-for-realtors>

DISCLAIMER: This guidance document is intended as general information and is not provided nor intended to act as a substitute for legal advice or other professional services. The Nevada SBDC advises the regulated business community to read all applicable regulations and to check with state and local authorities, including local health districts, for the latest in guidelines and requirements for businesses reopening during the COVID-19 pandemic.

The Nevada Small Business Development Center (SBDC) guides and assists Nevadans looking to start and grow businesses. We are available to counsel on business planning and management issues raised in this tip sheet. One-on-one counseling services are free and confidential.

The Business Environmental Program is affiliated with the Nevada SBDC and provides free and confidential environmental compliance and management assistance and can help your business think about cleaning and waste issues. Our focus is on making Nevada's businesses stronger and more environmentally responsible.

This tip sheet will be updated as new information becomes available.

Stay Safe to Stay Open Nevada!