

COVID-19 Open House Guide



This guide has been developed based on public communications by the Florida surgeon general. If you plan on an in-person open house, here are some dos and don'ts for the event.

IMPORTANT REMINDER: COVID-19 is found to be spread by individuals who show **NO SYMPTOMS**; therefore, safety protocols are essential for any practice of in-person real estate activity.

If you decide in-person open houses are right for your business, carefully plan how you will conduct them for each property given the pandemic. It's not business as usual. **Since all properties are not alike develop a strategy to address the potential risks of an in-person open house based on the individual property.**

IMPORTANT: PERCEPTION IS REALITY. You need to approach the open house with attention to safety FIRST. If people believe you are interested in their safety, they will be comfortable working with you in these times.

Finalize your plan utilizing this list of Dos and Don'ts.

- DO** hold a conversation with Jim 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 the event. 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 to set appointment times for the open house to help control density, collect contact information, and provide safety information to guests.
 - DO** consider bringing someone who stays outside to control the entry of guests, explain safety protocols, and hand out any materials.
 - DO** post a sign, visible to all guests, at the entrance of the property that contains essential safety information.
 - DO** consider leaving the entrance door 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, when possible, for visitors to follow while touring the property.
 - DO** require all guests to wear face masks and gloves 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 must remain at least 6 feet apart.
 - DO** wash your hands with soap for 20 seconds frequently.
 - DO** place hand sanitizer in strategic locations throughout the property.
 - DO** place an open trash can near the exit or outside of the property for disposal of used PPE.
 - DO** take guest contact information electronically, when possible.
 - DO** instruct guests that the property is a "TOUCH-FREE ZONE" except for safety purposes, like a stair railing. Sanitize such surfaces after every visit.
 - DO** use gloves to hand out business cards, brochures, flyers, or other "paper" marketing materials
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- DON'T** conduct an open house if you do not feel well.
 - DON'T** allow guests to enter the property if they are not feeling well.
 - DON'T** let more than one family or group into the property at one time.
 - DON'T** allow guests to spend extended time in the property after they have viewed it.
 - DON'T** use communal pens

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 orders of local governments, and Homeowner/Condominium Association rules and regulations may impact whether open houses are allowed.