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ON THE COVER:

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Richmond Real Estate Market
with Ron & Stephanie Evans**
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Promotional content courtesy of Long & Foster Real Estate



Ron and Stephanie Evans



Ron filming Stephanie for a social media post



Rene Scott doing exterior shots



Rick Scott doing Mattaport 3D tour (Tour Virginia Homes)

A VIRTUAL LOOK AT THE RICHMOND REAL ESTATE MARKET

With the guidelines and restrictions put into place over the past month due to COVID-19, the real estate industry has been transformed. With shelter considered 'essential', social distancing has shifted how homes are listed and sold. "Virtual Tour", "Video" and "Zoom" have become part of the normal vocabulary and routine for Realtors. But for Ron and Stephanie Evans with EVANSRVAHOMES, this has been their normal practice.

Ron Evans has been a Top Producer with Long & Foster for 24 years. As his business grew, he knew he needed help and his wife Stephanie joined him. In 2017 they formed EVANSRVAHOMES, a husband and wife duo with the Long & Foster's Grove office. As Stephanie worked on marketing and branding of their new team business, she quickly picked up on something essential: the use of videos in their business.

Stephanie dove in and started downloading apps to her phone and learned everything she could about creating effective videos. She quickly recognized the engagement factor as a common theme. She invested in a MacBook Pro, tripod and a gimbal. She practiced and practiced; and while a little scary, she started filming herself in front of their listings. After a few months, she consulted with a video marketing strategist for feedback and suggestions. The strategist liked what she saw.

Video is one piece to Team Evans' marketing. They use a combination of video they personally create with their iPhones as well as their professional photographer team, Rene and Rick Scott of Tour Virginia Homes. Rene and Rick offer still photography, drone filming and Mattaport tours, a 3D Virtual home tour. Whether doing a quick preview on a pool deck, or standing in front of a renovated kitchen, Team Evans loves using videos to promote their listings. They add them in MLS and create engaging social media posts on Facebook and Instagram.

As guidelines on how to safely manage real estate were implemented, Team Evans didn't blink. Having a Virtual Home Tour available in today's climate gives their sellers the opportunity to safely showcase their home without dozens of potential buyers in the physical home. It's a great first step in the selling process and helps identify serious buyers. If after previewing the photos and video home tour, a qualified buyer decides they want to preview the home in-person, protocols include the use of gloves, masks, wipes, hand sanitizer and limiting the surfaces touched, as well as the number of people in the home.

And what about their buyer clients who are currently looking for a home but may be hesitant or unable to preview a home? Video. Armed with gloves, masks and wipes, Ron and Stephanie started house hunting last week for their out-of-town clients who are relocating

back to Richmond in June. Initial plans included flying to Richmond and spending a weekend looking for their dream home. But with the current restrictions, their clients made the decision to purchase a home virtually. Team Evans did a combination of Zoom meetings and FaceTime calls. They filmed neighborhoods, exteriors and interiors of homes. They found a beautiful home this week for their clients and are under contract. Technology has been a game changer from finding the right house, to contract execution, to closing - all being done electronically and virtually.

Realtors are working hard to implement new practices to keep everyone safe during this spring market. Long & Foster's Senior Vice President, Brian Haug, and the Evans' Managing Broker, Dawn Bradley, are guiding their agents daily with updates and safe practices on how to navigate these uncharted waters. Stephanie has shared training tips with Long & Foster agents across the Richmond region on how to create videos so they can provide tours for their listed properties too. According to Evans, "Technology has advanced and people are becoming more comfortable making a home purchase decision with the use of video and virtual home showings. We hope we are turning the corner, but until then, we will do our part to provide good content. We want to keep everyone safe while recognizing that many people have to move right now."

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