

Guidance from Connecticut REALTORS®
Updated April 23, 2020
Related to Photography and Virtual Options for Viewing Properties

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, real estate licensees, others in transactions 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. You **must** follow the Governor's Order for mandatory face mask or cloth face covering guidance. You can learn more about how that applies to real estate [at this link](#).

CTR urges the following:

- **Limit the number of in-person activities and the number of people involved to only those which are most 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.**
- **If using a professional photographer please communicate CTR's suggested guidance for keeping homes as safe as possible from virus transmittal.**

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

Property photos and virtual options for viewing properties

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: SmartMLS guide for improved cell phone photography; [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 a professional photographer who commits to strict safety compliance when inside premises

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.

CTR's guidance is only guidance. Be sure to consult with your designated broker or manager should you have questions about any office policies or determinations. This document is provided based on information known to us to date. Guidance is subject to change at any time as situations evolve or as any government entity may otherwise dictate. CTR is not your corporate legal counsel. CTR is providing this as our best effort to help you comply with the State of Connecticut Executive Orders and other state guidance. Originally published April 3, 2020; [Revised April 23, 2020.](#)