



THE  
CONDO  
GROUP

**REAL  
ESTATE LTD.**

# Marketing & Sales revised...

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*Where we were, and where (we think) we're going...*

*Brought to you by COVID-19*

# Early 2020...

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The Olden Days

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# The New Reality

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Heavy reliance on Tech

Two parallel white diagonal lines are positioned in the lower right quadrant of the slide, extending from the bottom left towards the top right.

# Jan-March

2020 Forecast



# Daily pace

COVID-19



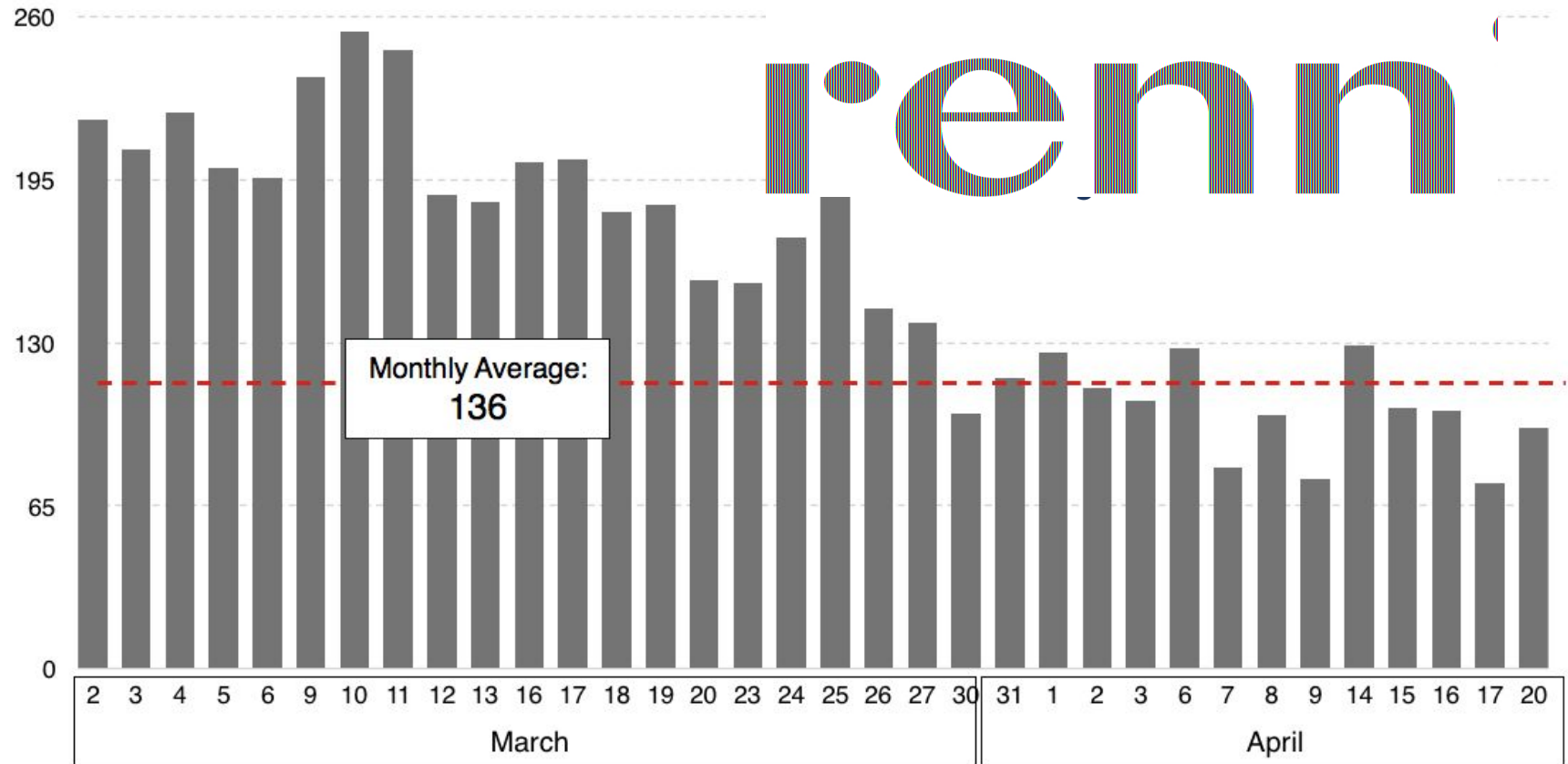
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Anticipated reduction of 70-80%

# Daily MLS Transactions

## VANCOUVER REGION, MARCH 1 - APRIL 20

re:inn





# The future...

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Not New Technology

Realtor.ca retrofit

Not user friendly...

Not yet at least.

## How / why RE may change

- Higher reliance on web
- Convenience
- Perhaps the disappearance of the show suite
- The addition of shopping carts for new construction
- Virtual Opens (LIVE STREAMING)

## The future

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Some changes will be permanent



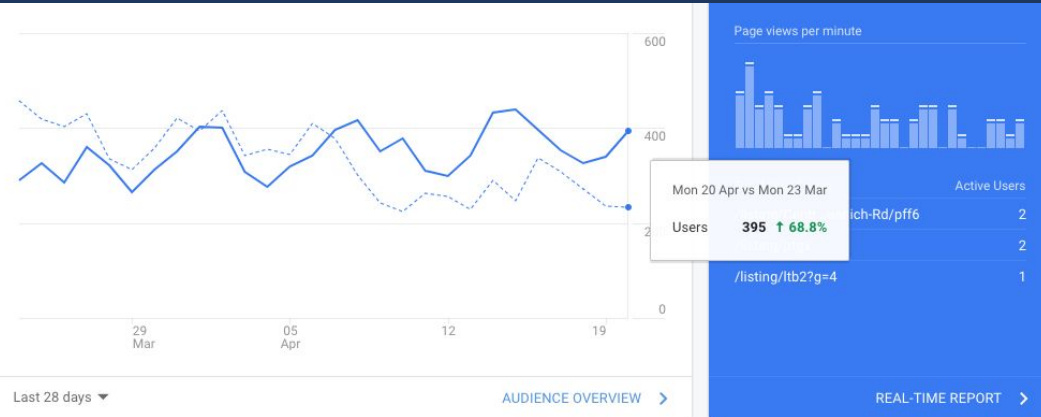
# Outlook...

Web traffic +68.8%

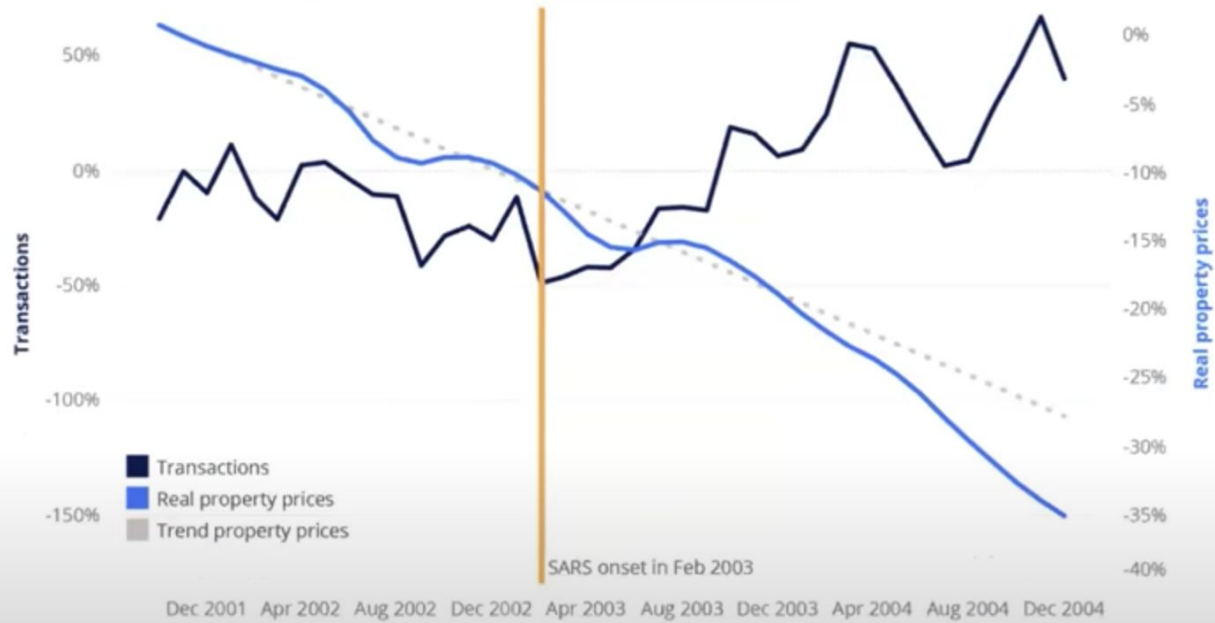
3 Offers yesterday

All is not as bad as it may seem...

but the road to recovery will be long



### Transactions and real property prices in Hong Kong, 2001-2004



Zillow Economic Research | Source: Zillow analysis of raw secondary transactions volumes from Midland Realty (2020) and quarterly unadjusted real residential real estate prices from the St. Louis Fed's FRED

# Slow Recovery

12 Round Fight



# The road back...

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A gradual return

## Presentation centres

- Limited hours
- Limited # of people
- Sanitization the new norm

## Virtual Introductions to properties

- Part of the new normal