



FATHOM

THE FUTURE OF REAL ESTATE

Buyers, Sellers and the Coronavirus

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March 18, 2020

DO YOUR PART TO SLOW THE SPREAD OF THE CORONAVIRUS

Even if you are young, or otherwise healthy, you are at risk and your activities can increase the risk for others. It is critical that you do your part to slow the spread of the coronavirus.

Work or engage in schooling **FROM HOME** whenever possible.

IF YOU WORK IN A CRITICAL INFRASTRUCTURE INDUSTRY, as defined by the Department of Homeland Security, such as healthcare services and pharmaceutical and food supply, you have a special responsibility to maintain your normal work schedule. You and your employers should follow CDC guidance to protect your health at work.

AVOID SOCIAL GATHERINGS in groups of more than 10 people.

Avoid eating or drinking at bars, restaurants, and food courts — **USE DRIVE-THRU, PICKUP, OR DELIVERY OPTIONS.**

AVOID DISCRETIONARY TRAVEL, shopping trips, and social visits.

DO NOT VISIT nursing homes or retirement or long-term care facilities unless to provide critical assistance.

PRACTICE GOOD HYGIENE:

- *Wash your hands, especially after touching any frequently used item or surface.*
- *Avoid touching your face.*
- *Sneeze or cough into a tissue, or the inside of your elbow.*
- *Disinfect frequently used items and surfaces as much as possible.*

CORONAVIRUS.GOV

School operations can accelerate the spread of the coronavirus. Governors of states with evidence of community transmission should close schools in affected and surrounding areas. Governors should close schools in communities that are near areas of community transmission, even if those areas are in neighboring states. In addition, state and local officials should close schools where coronavirus has been identified in the population associated with the school. States and localities that close schools need to address childcare needs of critical responders, as well as the nutritional needs of children.

Older people are particularly at risk from the coronavirus. All states should follow Federal guidance and halt social visits to nursing homes and retirement and long-term care facilities.

In states with evidence of community transmission, bars, restaurants, food courts, gyms, and other indoor and outdoor venues where groups of people congregate should be closed.

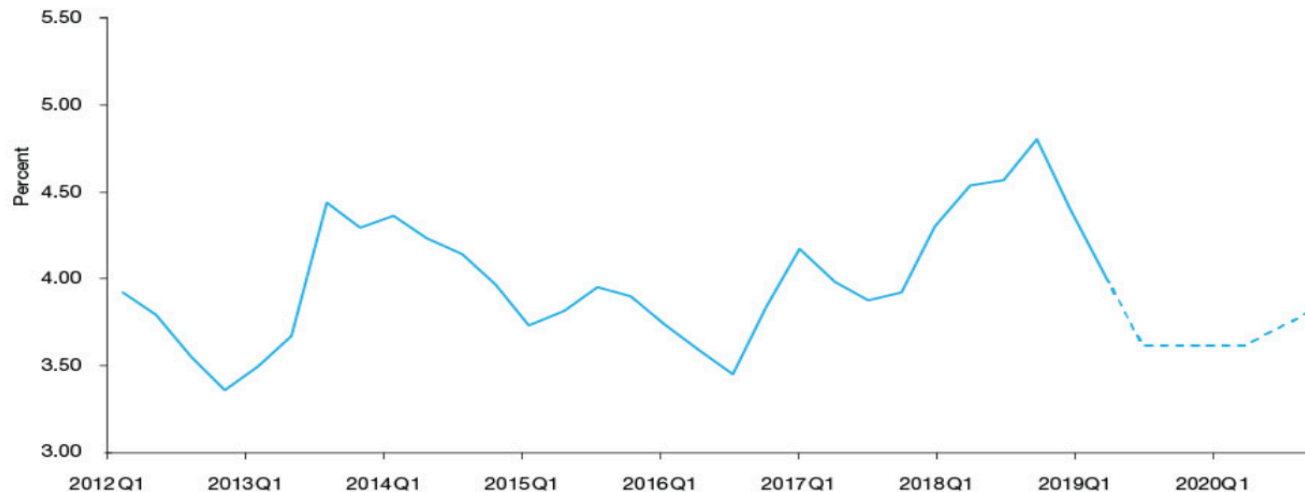
Everyone is coming to grips with the threat posed by the rapidly spreading coronavirus. The stock market drops reflect investor panic over the possible effects on the global economy, and are causing regular folks to worry about their retirement funds



What will be the impact of this mounting crisis on the real estate market?

- Already, mortgage interest rates have fallen as investors take their money out of the stock market and put the cash into safer U.S. Treasury bonds. When bonds are strong, mortgage rates typically go down.

Freddie Mac Primary Mortgage Market Survey®



Source: Freddie Mac Primary Mortgage Market Survey® (PMMS®)

Note: Dashed line indicates forecasted data.

Cause for concern:

- A prolonged stock market plunge could put the brakes on home sales, especially in high priced homes. If the stock market continues its slide, that could help usher in a recession—and that could drag down the housing market by sidelining potential buyers, low rates or no.
- People don't make big decisions in times of uncertainty, and buying a home is a big one. If the stock market is flashing a sign that an economic slowdown is on the way, that's when Main Street will feel it. And it could lead to a slowdown in home sales.

Cause for optimism:

- Will already low interest rates go lower?
- Lower interest rates mean lower monthly payments and the ability to afford more.
- Everyone needs a place to live.
- Great time to buy long term investment properties.
- Low inventory helps keep home prices stable.
- Most homeowners now have significant equity.
- Home is a tangible asset.
- It is a great time to sell and to buy real estate.



Lawrence Yun
NAR Chief Economist

INSTANT REACTION

March 15, 2020: Federal Reserve

The monetary policy change is the same one applied a decade ago during the Great Recession - the lowest rates combined with quantitative easing. This is an all-out measure to prevent a recession and fight the fear that is blanketing the country. It is the right policy, since the policy can easily be reversed should a vaccine be discovered or the virus goes away.

During the last recession, real estate was on wobbly ground with loose lending and too much supply. Today, there is no subprime lending and too little supply. The real estate market will hold on much better.

“It appears that mortgage interest rates are trumping home buyers fears of the Coronavirus.”

Ivy Zelman
CEO, Zelman and Associates
March 11, 2020

A close-up photograph showing a person's hands using scissors to cut a white rectangular piece of paper. The paper has the words "I can't" written in a bold, black, sans-serif font. The scissors are positioned to cut through the paper between the word "can" and the apostrophe of "can't". The background is a blurred wooden surface.

I can't

- Call/text/email all your clients.
 - *"I'm checking in to see how you are doing?"*
- Be of service.
- Help clients make the best short-term decision for them.
- Doing the right thing is always the right thing.



WE CONTINUE
TO SERVE OUR
CLIENTS AND
OUR
COMMUNITIES

HOUSE SHOWINGS AND THE CORONAVIRUS

If You Are A Seller



Wipe down all surfaces after showings.



If a family member is not feeling well, do not have showings.



Leave cabinet doors, closet doors and any other spaces a buyer may want to see open.



Provide hand disinfectant upon entry to your home for visitors to use.

If You Are A Buyer



Drive your own vehicle to showings.



Wash or disinfect your hands after each showing.



Wear booties or shoe covers during showings.



Do not touch surfaces while touring properties.



If you are not feeling well, do not attend showings or open houses.

- Do buyers consultations via Zoom.
- Listing presentations via Zoom.
 - You can get a free Zoom account at Zoom.com.
- Do video walk throughs.
- Hold virtual open houses on Facebook, Instagram, YouTube.
- Don't stop marketing.
- Don't stop following up.
- Be a calm and knowledgeable resource.



THE NEXT 90
DAYS:
DON'T THINK
SHUTTING DOWN,
THINK MOVING
FORWARD

A pair of hands is shown from the top, gently cupping a vibrant red heart. The hands are positioned against a dark, textured wooden background. The heart is the central focus, symbolizing unity and resilience.

We will weather this
storm together.



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