

REAL ESTATE SPECIAL REPORT

Virtual Tours Become the New Norm in Selling Homes

Clients Being Able to View Properties Remotely Now Commonplace

■ BY RAY HUARD



Virtual tours have become a key part of what San Diego real estate agencies use to market homes during the COVID-19 pandemic and are fast becoming the new norm.

They range from simple walk-throughs with agents using cell phones to show clients remotely what homes look like to sophisticated 3-D virtual reality programs that let potential buyers walk through homes remotely as if they were there in person.

Melissa Goldstein Tucci of **Coldwell Banker West** likened the effect of a 3-D tour that is becoming more commonplace to looking at a doll house



Melissa Goldstein Tucci

with everything there to see.

Tucci said that she does 3-D presentations on every listing and started doing them well before the pandemic hit.

"I saw it and said, 'oh my God, this looks really cool,'" Tucci said. "Every time I do it for clients, they're amazed."

"You have to do it now," Tucci said.

Virtual Everywhere

Zane Burnett, chief digital officer with **Willis Allen Real Estate** in La Jolla, said the number of agents ordering virtual tours "has increased exponentially since shelter-in-place was first ordered back in March."



Zane Burnett

"We push for every listing to have a virtual tour on it," Burnett said, and these are far from the photo collections agents once used to market property.

Short of smelling chocolate chip cookies baking in the oven, the tours can give buyers the sense of being in a house.

"When we shoot a virtual tour, we want the consumer to see anything and everything that they would be able to

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THE LIST

16

Residential
Brokers

THE LIST

BROKERS

► Ranked by 2020 local sales volume as of Jan. 1- June 30

Rank	Company Address Website Phone		Local sales volume Jan 1.-June 30, 2020:	Local units sold Jan 1.- June 30, 2020:	# of local offices:	Local territories served	Services offered	Top local exec.(s) Year est. locally	
1	Compass 12275 El Camino Real, Suite 100, San Diego 92130 www.compass.com 858-345-4514	COMPASS	\$2.13B	2,372	9	Coastal communities of La Jolla, Carmel Valley, Del Mar, Encinitas & Carlsbad	Professional consultation in residential real estate sales, purchases & investments	Adam Corey 2018	
2	Pacific Sotheby's International Realty 1111 Prospect St., Suite 100, La Jolla 92037 www.pacificsothebysrealty.com 858-926-3060	Pacific Sotheby's INTERNATIONAL REALTY	\$1.38B	1,161	20	All communities of San Diego & San Diego County	Residential property sales, relocation services, luxury property auction	Brian Arrington 2010	
3	Berkshire Hathaway HomeServices California Properties 12770 El Camino Real, Suite 100, San Diego 92130 www.bhhscalifornia.com 858-792-6085	BERKSHIRE HATHAWAY HomeServices California Properties	\$1.26B	1,211	20	San Diego County	Listings, sales, relocation services, mortgage, title, escrow, corp. resources, marketing	Mary Lee Blaylock 1985	
4	Coldwell Banker Residential Brokerage 13520 Evening Creek Drive N., San Diego 92128 www.coldwellbankerhomes.com 858-755-0500	 COLDWELL BANKER REALTY	\$1.09B	1,412	12	San Diego County	Residential, commercial sales, listings, property mgmt., concierge, relocation, mortgage, title	Jamie Duran	
5	Coldwell Banker West 2300 Boswell Road, Suite 100, Chula Vista 91914 www.coldwellwest.com 619-486-3392	 COLDWELL BANKER WEST	\$912.5M	1,537	7	San Diego County	Full service, specializing in military relocation	Jose Unibe 2011	
6	Big Block Realty Inc. 2820 Camino Del Rio, Suite 314, San Diego 92108 www.bigblockrealty.com 619-913-7020	 BIGBLOCK REALTY	\$876.79M	1,537	5	San Diego County	Listings & purchases	Sam Khorramian 2012	
7	eXp Realty Of California www.exprealty.com 925-575-7605	 exp REALTY	\$620.83M	893	na	San Diego County	Full service virtual, cloud- based brokerage	Deborah Penny	
8	Windermere Home and Estates 9988 Hibert St., Suite 150 , San Diego 92131 www.whesd.com 858-530-1100	 Windermere HOMES & ESTATES	\$458.9M	647	8	San Diego County	Full service	Rich Johnson 2013	
9	Redfin 5942 Priestly Drive, Carlsbad 92008 www.redfin.com 877-973-3346	REDFIN	\$455.73M	662	1	San Diego County	Web based real estate database & brokerage services	Anna Nevares 2004	
10	Century 21 Award 7676 Hazard Center Drive, Suite 300, San Diego 92108 www.century21award.com 619-471-2000	 CENTURY 21 Award	\$415.36M	730	9	San Diego County	Real estate sales, settlement (escrow) services, mortgage loans, property management & relocation	David Romero 1985	
11	Willis Allen Real Estate 1131 Wall St., La Jolla 92037 www.willisallen.com 858-459-4033	 WILLIS ALLEN REAL ESTATE SINCE 1914.	\$361.95M	278	5	La Jolla, Del Mar, Rancho Santa Fe, Point Loma, Coronado, Metro/ Downtown, Carlsbad, Encinitas	Listings, sales, rentals	Andrew Nelson 1914	
12	First Team Real Estate 2146 Encinitas Blvd., Suite 110, Encinitas 92024 www.encinitas-olivenhain.firstteam.com 760-944-1112	FIRSTTEAM REAL ESTATE	\$196.4M	299	4	San Diego County	Full service	Marcel Atallah 1985	
13	Keller Williams San Diego Metro 2250 Fourth Ave., Suite 100, San Diego 92101 sandiegometro.yourkwoffice.com 619-233-5935	kw KELLERWILLIAMS.	\$158.31M	244	2	San Diego County	Listings, sales	Robert Schantz 1983	
14	Allison James Estates & Homes 2888 Loker Ave. E., Suite 206, Carlsbad 92010 www.allisonjamesinc.com 442-237-4659	 ALLISON JAMES ESTATES & HOMES ELITE	\$147.99M	248	5	San Diego County	Full service	Tom Bullock 2008	
15	Keller Williams La Jolla UTC 7817 Ivanhoe Ave., Suite 101, La Jolla 92037 lajolla.yourkwoffice.com 858-457-9400	kw KELLERWILLIAMS.	\$141.42M	200	1	San Diego County	Full service	Brian Cane 2013	
16	Re/Max United 10650 Scripps Ranch Blvd., Suite 112, San Diego 92131 www.homesinsandiego.info 858-549-2700	 RE/MAX UNITED remaxunited.com	\$102.62M	165	3	San Diego County	Residential sales, commercial sales, escrow, mortgage, property management	Cheyenne Terracciano 1987	

na Not applicable **Source:** Trendgraphix Inc. Jan. - June 30 2020. Residential list of sales compiled from data pulled by Trendgraphix. Neither the Associations nor their MLSs guarantee or are in anyway responsible for its accuracy. Data maintained by the Associations or their MLS's may not reflect all real estate activities in the market. Information deemed reliable but not guaranteed. To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions to the Research Department at the San Diego Business Journal. Eric Alderete, ealderete@sdbj.com. This list may not be reprinted in whole or in part without prior written permission from the editor. It is not the intent of this list to endorse the participants or to imply a company's size or numerical rank indicates its quality.

Rankings based on \$100M and higher.

**INDIVIDUALS BY VOLUME**

Tara Shapiro
 Scott Aurich
 Julie Feld
 Gordon F. Henry
 Karen Hickman
 Heather Hosto
 Helen Spear
 Kelly LeClair

SMALL TEAMS BY VOLUME

Cain Group
 K. Ann Brizolis & Associates
 Mark Marquez
 Eric Iantorno
 Christian Wach
 Dave Kibbey and Associates
 The Cathy Gilchrist-Colmar Team
 Nicolai Glazer Real Estate Group
 The Brett Dickinson Team
 Gwyn Rice & Lisa Stennes, The Team Advantage
 Anderson White and Associates
 Rand Douglas Group
 Jana Greene & Associates
 Team Lange Blea
 Murphy Walton Group
 Donna Medrea
 Gloria Shepard
 Jenn Blake Real Estate Group
 Roshdieh Group
 Hernholm Group

MEDIUM TEAMS BY VOLUME

Echelberger Group
 Scott-Finn & Associates

LARGE TEAMS BY VOLUME

Stanfield Real Estate Group
 Dan Conway and Associates

SMALL TEAMS BY TRANSACTIONS

Dave Kibbey and Associates
 Team Lange Blea

MEDIUM TEAM BY TRANSACTIONS

Echelberger Group

LARGE TEAMS BY TRANSACTIONS

Stanfield Real Estate Group
 Dan Conway and Associates

Industry - Defining Agents

We congratulate our associates recognized in this year's REAL Trends "The Thousand" Rankings of top agents in the Nation and America's Best Rankings of top agents in California - for sales achievements, and acknowledge their consistent annual success.



Tara Shapiro

INDIVIDUAL BY VOLUME | #37

Scott Aurich

INDIVIDUAL BY VOLUME | #88

Cain Group

SMALL TEAM BY VOLUME | #11

Stanfield Real Estate Group

LARGE TEAM BY VOLUME | #9

Pacific

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From left to right: Kendra Gibilisco, Jason Barry, Ryan McGovern



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Beyond Custom 5+BR Spanish, Guest House, 3+ Usable Acres



RANCHO SANTA FE COVENANT | \$8,495,000
Chic 5+BR Single Level + Casita, West Side, 4.5 Acres, Views



RANCHO SANTA FE COVENANT | \$2,195,000
Charming 1+BR Bungalow, 2.4 Acres, Pool & Spa, Golf Course Views



RANCHO SANTA FE COVENANT | \$19,995,000
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SANTALUZ | \$3,495,000

4BR Sanctuary of Comfortable Luxury, Pool, Solar, Golf Course Views



RANCHO SANTA FE RANCHO FARMS ESTATES | \$4,295,000

Unique 8,800+SF Contemporary, 30' Ceiling, Elevator, Solar



DEL MAR | \$15,995,000

Private 5BR Modern Estate, Unparalleled Ocean Views, Steps to Village



RANCHO SANTA FE COVENANT | \$29,995,000

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Virtual

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see or want to see if they were there in person. That means every room, the basement if there is one," Burnett said. "It's as close as you can get to walking through a house without walking through a house."

Most agents were using some version of virtual tours before the pandemic, but those that weren't have embraced the technology and those that were have stepped up their use and opted for higher-tech versions.

Jason Barry of Barry Estates and Jason Barry Team in Rancho Santa Fe said he was using virtual tours before the pandemic and uses them even more since.

"It's been very effective and productive for us," Barry said, adding that he has sold about six homes in the \$2 million to \$5.5 million range since the pandemic started based solely on virtual tours.

Barry said he uses 3-D tours on occasion, but prefers to do videos or virtual open houses in which he will lead prospective buyers through a house using a cell phone or with a professional photographer.

"It's a little more personal and a little more real," Barry said.

The Only Way

Denisse Roldan Newell, immediate past president of the **San Diego Chapter of the National Association of Hispanic Real Estate Professionals**, said that when the pandemic hit, "everyone started going virtual, the whole world really." "It's the only way to sell nowadays," said Newell, a realtor with **Axia Real Estate Group** in Mission Valley. She said she routinely relies on Zoom and Facebook to give virtual tours to clients using her cell phone and uses more sophisticated 3-D software on some listings.

"It's just the new way of doing business," Newell said.

"I was selling a home in La Mesa and I was representing the seller and many of the agents that came through were doing the walk-through for their clients through Facebook Live," Newell said. "Within a week, we had multiple offers."

The **California Association of Realtors** has recommended that all agents use virtual tours during the pandemic to limit the possible exposure of buyers and sellers to COVID-19.

"The savvy agents and companies had always known that virtual tours are the new norm," said **Mary Lee Blaylock**, president and CEO of **Berkshire Hathaway Home Services California Properties**.

"With the pandemic, it became even more clear they are here to stay," Blaylock said, adding that Berkshire Hathaway agents had been using virtual tours prior to the pandemic.

"This has grown exponentially in practice and also allows more efficiency and a safe way to view properties," Blaylock said. She said most listings have a virtual tour and video tour.

If they don't, Blaylock said agents can walk through a home with a client on a video call.



Denisse Roldan Newell



Carla Farley

"Virtual tours have always been there but we were just never dependent on them," said **Carla Farley**, owner of **Corban Realty Group** and president of the **Greater San Diego Association of Realtors**.

"Now, in the pandemic, of course, anyone who wants to do any kind of business, you have a new skill set," Farley said.

Pre-pandemic, pricier versions of virtual tours that took people right inside the house where they could walk through, look up and down, check the floors and ceilings and roam from room to room were used more sparingly than they've been since the pandemic started.

"You would see them on the higher income but not on the middle income. You just didn't see it that much," Farley said. "Now, you're seeing it on just about everything."

The cost of doing virtual tours has come down as more agents use them.

Typical costs, according to many agents, range from about \$250 to \$500, although at least one agent reported prices of under \$200.

No Furniture, No Problem

Not only can virtual tours allow prospective buyers a chance to roam through a house, some versions virtually furnish an empty house so prospective buyers get a sense of how their furnishings might fit in. "Space-wise, it can be critical," Farley said. "When you look at an empty room, you go, 'well, my bed wouldn't fit in here' and actually it does."

While some agents like Barry report selling a few homes "sight unseen" through a virtual tour, many said that a personal walk-through is needed before a sale is finalized.

Agencies who work in South County and deal with many military clients are more likely to sell a home based solely on a virtual tour.

Yvonne Cromer, a real estate agent with **Compass** and a board member of the **Pacific Southwest Association of Realtors**, said she uses virtual tours to put buyers in the house as if they were really there.

"It's worth the expense," said Cromer, whose specialties on South County real estate.

"We were doing it before here in the South Bay. We have a lot of military buyers and a lot were on deployment," Cromer said.

Touring many homes in person just isn't practical for many in the military, Cromer said.

A benefit cited by many agents is that the virtual tours cut down the number of lookie loos they deal with — people who aren't serious buyers but that pre-pandemic made the rounds of open houses for entertainment or out of curiosity.

"The days of lookie loos just looking at homes to check them out I think is going to become a thing of the past," said **Eric Matz** of **Windermere Homes & Estates**.

Like Tucci, Matz said he routinely offers 3-D virtual tours.

"I do them for every house, I don't care if it's a two-bedroom condo," said Matz, who specializes in Poway. "The consumer's asking for 3-D videos because they know nothing's been photo shopped, nothing's been changed."

Even so, Matz said he wants buyers that he represents to take an in-person tour before closing.

"The technology is awesome, better than maybe it's ever been before, but it's still not

like coming into the house and seeing it with your own eyes, seeing the neighborhood, seeing where the trees are," Matz said.

Less Traffic

Ramon Maldonado, who heads the Maldonado Team of **Compass** real estate in La Jolla, said he uses virtual tours to cut down on traffic going through homes he's showing, especially in homes that are occupied.

"The less people in the house, the better for the owner and everybody to stay safe," Maldonado said. "With the vacant ones, it just depends on the property because with vacant property, you have more access to them."

Pre-pandemic, Maldonado said he tended to use video tours on homes selling for \$2 million or more, adding that, "We're using those tools for all price points now."

Wendy Purvey, COO of **Pacific Sotheby's International Realty** in Rancho



Wendy Purvey

Bernardo, said her company stepped up agent training in the early days of the pandemic when nothing was moving, including learning how to use virtual tours.

"We were teaching and training and using this downtime like crazy," Purvey said. "This is forcing even the least tech people to use technology, otherwise they can't do business."

Purvey said buyers and sellers also are using virtual reality in their own businesses and personal lives, so they expect it from real estate agents when they go to buy or sell a house.

"I think we're going to have some permanent changes," Purvey said.

Roxana Said of **Pacific Sotheby's International Realty** said that she offered virtual tours on her social media sites prior to the pandemic but does so far more now.

"This definitely changed the way consumers look at property," Said said.

An Evolution

Angela Avilez, vice president of **Century 21 Award** for Southern California based in Mission Valley, said virtual tours aren't new but "nothing was as robust as it is right now."

"The pandemic has really forced us to embrace different tools, the virtual experience, as part of real estate," said Avilez, who is a realtor with **Cardenas and Company**.

"It's an evolution," Avilez said.

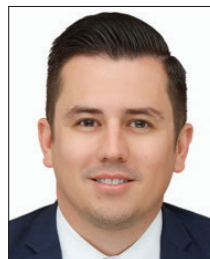
The pandemic "really rattled and disrupted what the normal was," Avilez said, adding that she provides virtual tours on every home she lists.

"If I'm selling a mobile home or I'm selling a \$10 million home, the experience is the same," Avilez said.

She said **Century 21** agents have sold homes based solely on virtual tours.

"The virtual tours, they basically weed out and prioritize what people really want and it brings to the table the serious buyer," Avilez said.

Jamie Duran, president of **Coldwell Banker Residential Brokerage Southern California**, said **Coldwell** agents had been



Ramon Maldonado



Jamie Duran

trained in virtual tours and were using the technology prior to COVID-19, although it's up to individual agents how sophisticated they want to get with the virtual tours they use, from simple presentations to the 3-D versions.

"We never skipped a beat when COVID hit because really, our technology was already in place," Duran said. "Moving forward, everybody should be doing them (virtual tours) in some form. It's just so much more visual today with everyone going online."

Sellers just expect it as a routine part of marketing their homes, Duran said.

"I just don't think you can afford to be camera shy or virtual shy anymore," Duran said.

Linda Moore, a Realtor with **Coldwell Banker Residential Brokerage** in Encinitas, is one of those who has stepped up her use of the technology **Coldwell** offered when the pandemic hit.

Moore said that she used virtual tours sparingly before the pandemic because prospective buyers would schedule an appointment to tour homes in person. She said she has since come to rely on them.

"I'm using them on every one of them now unless the seller doesn't want it," Moore said. "I think they're very helpful for every property."



Linda Moore

The Walk

Miguel Diaz with **Douglas Elliman Real Estate** in Mission Valley said nearly all of his clients want to tour homes using cell phone applications in which Diaz will walk through a house with the clients following his progress on their phones or computers.

"It's real time," Diaz said. "I'll start outside of the home. I'll give them, a look of the street, the neighborhood. I do a walk-through starting with the front door. We'll stop in very single room. There's conversations happening. Sometimes they'll have specific questions, like what is the floor, what is the countertop."

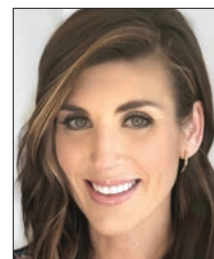
Diaz said 3-D virtual tours, which were offered for their "cool factor" prior to the pandemic, have become "the new normal."

Nationally, the online brokerage and listing agency **Zillow** reported that 86 percent of agents it surveyed in July used virtual tours and 72 percent said they would keep using them when the pandemic ends.

"This has become a really effective marketing tool for agents. Agents have been really quick to adapt," said **Amanda Pendleton**, **Zillow** communications manager.

Pendleton said that prior to the pandemic, agents were slower to adopt virtual tours.

"This kind of kicked it into high gear," she said. ■



Amanda Pendleton



Miguel Diaz



Angela Avilez



Eric Matz



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La Jolla, 2BR/2BA | \$1,895,000
Nelson Brothers Team, 858.215.3739 | DRE#s 01376023 & 01801493



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La Jolla, 4BR/4BA | \$2,999,000
Nelson Brothers Team, 858.215.3739 | DRE#s 01376023 & 01801493



Rancho Santa Fe, 4BR/3.5BA | \$2,995,000
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Solana Beach, 3BR/2BA | \$2,495,000
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THE FOXHILL ESTATE IN LA JOLLA

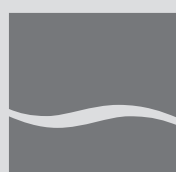
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NOTABLE SALES - TOTAL SALES
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SCRIPPS FAMILY ESTATE
Last Sold Price \$10,500,000



17233 Via Recanto
Rancho Santa Fe, CA 92067
Last Sold Price \$3,849,000



3128 Kellogg St
San Diego CA 92106
Last sold \$3,138,000



1633 6th St
Coronado CA 92118
Last Sold Price \$2,830,000



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**NOTABLE SALES - TOTAL SALES
IN THE LAST 3 MONTHS \$23,183,500!**

SCRIPPS FAMILY ESTATE
4840 El Secreto
Rancho Santa Fe, CA 92067
Sold Price **\$10,500,000**



17233 Via Recanto
Rancho Santa Fe, CA 92067
Sold Price **\$3,849,000**



3128 Kellogg St
San Diego CA 92106
Sold **\$3,138,000**



1633 6th St
Coronado CA 92118
Sold Price **\$2,830,000**



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\$2,999,888
4 Beds
4 Baths
1 1/2 Bath
3,650 Sq. Ft.
\$822 / Sq. Ft.

666 UPAS STREET, UNIT 803,
SAN DIEGO, CA 92103
\$1,175,000
3 Beds
2 Baths
1,697 Sq. Ft.
\$692 / Sq. Ft.

845 FORT STOCKTON DR, UNIT 111
SAN DIEGO, CA 92103
\$1,349,000 / 3 beds / 3 baths / 2,488 sq. ft.

“ Remarkable” is a great description of Todd’s services... his real estate knowledge & expertise is the Best I’ve experienced. (Having bought/sold ten homes in my history.) He is kind & patient with an innate sense of my needs & calming my angst! He coordinated all transactions, making this sale seamless for me. I will continue to recommend the valuable Todd Armstrong to all of my friends & family! ”

“ Todd represented us with the purchase of our new home. He paid attention to every detail during the entire real-estate process. He is an excellent problem solver, negotiator and the most knowledgable real-estate professional I’ve met. If you are buying or selling your home, I highly recommend Todd. ”



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Sports & Entertainment Division
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FEATURED PROPERTIES

**634 ROSECRANS STREET
SAN DIEGO, CA 92106**
\$2,999,888
4 Beds
4 Baths
1 1/2 Bath
3,650 Sq. Ft.
\$822 / Sq. Ft.



**666 UPAS STREET, UNIT 803,
SAN DIEGO, CA 92103**
\$1,175,000
3 Beds
2 Baths
1,697 Sq. Ft.
\$692 / Sq. Ft.



**845 FORT STOCKTON DR, UNIT 111
SAN DIEGO, CA 92103**
\$1,349,000 / 3 beds / 3 baths / 2,488 sq. ft.