

April 13, 2020

# Yes, You Can Sell Condos Online Right Now

*In S. Fla., condo buyers have invested via long-distance deals for a long time, and area agents are already comfy with virtual tours, FaceTime showings and digital offers.*



*Thomas-Ferdinand Gallery, Getty Images*

MIAMI – For Florida agents who have not tried it yet, selling real estate online can be done, according to experts in South Florida.

Foreign buyers of South Florida property have long invested in condos over long-distance deals. As a result, the region's agents are accustomed to virtual tours, FaceTime showings and digital offers. Foreign buyers purchased \$16 billion worth of real estate in Florida from August 2018 to July 2019, according to data from Florida Realtors.

The new development world is used to selling sight unseen, says Alicia Cervera, who is in charge of sales at Natiivo in downtown Miami. Her team did 70 presentations that reached 330 people on a recent day.

Marisela Cotilla, director of sales at the Alina Boca Raton project, has closed one deal in the past eight days and did six virtual presentations over the last 12 days.

Cotilla says marketers working online should take both a macro to micro approach. With the macro approach, they show clients everything from the city and neighborhood. For the micro approach, they focus on the unit itself, right down to cabinet and floor spaces.



Successful online marketing also calls upon agents to be fluent in different tech platforms and rehearse their presentations ahead of time.

Source: Bisnow (04/08/20) Funcheon, Deirdra