



COVID AND BEYOND: Impact on Real Estate

In March 2020, a ferocious Black Swan swooped down and smothered the world with dark wings. The global economy gasped and convulsed in shock. Within a few weeks, the robust Toronto Spring real estate market choked.

SALES VOLUMES sputtered to a halt, prices plummeted. People hunkered down in social isolation. Listings were suspended or cancelled. Investors disappeared and worried about their portfolios. Pre-construction projects closed. High-end purchases sank. Everything stopped.

BUYERS panicked and rushed to re-negotiate pending deals. Some walked away from deposits. Most played a waiting game anticipating price drops. A few scavenged for bargains. Conditions became common in offers, lenders were scared, interest rates tumbled, inspectors, appraisers and lawyers were stressed.

SELLERS were nervous. Pricing dropped as prospects of illiquidity loomed. Bidding wars vanished. Listings were scarce. Showings and Open Houses were banned.

Homes took forever to sell. Closings were postponed. A tiny virus ravaged bodies and minds. Confidence collapsed. Sales dramatically tipped into a Buyer's Market.

REALTORS adapted. Covid rocked the world. Real estate suddenly transformed from a "contact sport" to a digital platform. New technology exploded including tele-conferencing, 3-D tours, video showings, digital signatures and wire transfers. There was an epic, high-tech paradigm shift which revolutionized our industry. It is unlikely realtors will return to traditional hand-shake deals, face-to-face negotiation and personal marketing. Technology is now the future of real estate. Adapt or perish.

Written Under Quarantine April 2020

Lynn Tribbling

Award-Winning Sales Representative, RAH Realty Inc., Brokerage

VISIT: www.tribbling.com