

**epropservices launches professional virtual valuation service**

Despite the COVID-19 pandemic, the housing market is still moving with vendors still considering selling their properties and buyers still searching for their perfect home. However, with the subsequent lockdown measures in place to ensure we can overcome this crisis, the property selling and buying process has had to adapt and become virtual.

Jon Cooke, Group CEO of epropservices, parent company of The Guild of Property Professionals and Fine & Country, says that the new virtual valuation service was born out of the need to continue providing sellers with a professional valuation without agents having to physically visit the property. He adds that during the past few weeks the tech team at epropservices has been working tirelessly to provide a virtual valuation platform that agents can use to carry out a professional valuation remotely. “I commend and thank the tech team, as I am sure our Members will, for going above and beyond to get this tool ready within the shortest possible time frame. We have had to continue to evolve and come up with innovative ways of conducting business safely and remotely while still moving forward with each step in the property buying process,” says Cooke.

How does the virtual valuation service differ from other online valuation tools? According to Neil Wise, Director at Fine & Country Ware, who developed the idea and has been piloting the tool, the virtual valuation service allows you to carry out a professional valuation meeting remotely. “Unlike instant valuations tools found on most estate agency websites, which generate an estimated price based on a computer algorithm, the virtual valuation platform allows you to collect as much information as possible from the vendors to give a professional valuation of the property. In the virtual face-to-face meeting, agents can discuss the services they provide, answer any questions clients have and will be able to give them a realistic price for the property, whether that is for sale or for let,” explains Wise.

According to Wise using the platform is simple. All the vendor needs to do is complete a questionnaire and upload a short video and/or some photos of their property, as well as choose the best date and time for them to take a video call. “Based on the video, photos and information provided, agents will be able to fully research the property and then conduct the face-to-face virtual meeting, choosing the system of their choice to provide an accurate valuation, giving a realistic sales or rental price for the property. All at a time that is convenient for the vendor. Following the meeting the agent can send the vendor a detailed report on the property providing them with the pricing expectations, as they normally would do,” he notes. “If the vendor decides they would like to go ahead, the agent is then able to start the process of marketing the property and conducting virtual viewings through epropservice’s Virtual Viewing Tool.”

According to Cooke, both Fine & Country Licensees and Guild Members have the tools to be able to go through the entire process remotely and find either a buyer or tenant for a property without there ever being any physical meetings.

“No-one know what the future holds for how we interact with customers or how customer behaviour will change, potentially a virtual valuation platform will always be a vital tool in an agent’s service offering,” Cooke concludes.

The virtual valuation service will be available to Fine & Country and Guild Members on Friday 24th April.

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**Editors’ Notes**

**epropservices PLC**

epropservices PLC provides brands, technology services and additional revenue streams to property professionals. eProp Services PLC is the parent company to The Guild of Property Professionals, Fine & Country and gogetdigital.

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