



## Seattle's Gridiron Announces Virtual Sales Initiative and Home Reservation Opportunity

March 31, 2020



**Seattle, March 30, 2020** – Gridiron Condominiums announced today that in response to the need for social distancing, they have launched a White Glove Sales package that introduces a new digital age to real estate.

“Unlike a vacant home, Gridiron is a populated building so we are especially sensitive to our current homeowners and conscious of consumer traffic,” said Kevin Daniels, President of Daniels Real Estate. “In the past 4-months, Gridiron has sold ten new condominium homes and buyers still want to tour the residences. So, we have created a White Glove Sales package that allows buyers to adhere to CDC requirements while still purchasing a home, while interest rates are low.”

Realogics Sotheby's International Realty brokers have produced property tour videos complete with narration to explore the building's location, common areas, penthouse amenities, water and skyline views, select model homes, and unit floor plans. All available floor plans can be found on the website along with the videos.

Individual unit reservations are being offered to prospective buyers in lieu of binding purchase and sale agreements. The reservation is a first right of opportunity to contract on

a desired home with a negotiated price in exchange for a fully refundable \$5,000 deposit, which will be held in escrow. The purchase option will be held until the later date of 30-days following the federal lifting of stay at home recommendations or May 30, 2020. Reservation holders must be pre-qualified by Gridiron's preferred lenders, Caliber Home Loans and HomeBridge, to hold a reservation agreement. Realogics Sotheby's International Realty will reserve the right to accept multiple reservations on the same unit, which will note first and second position.

Gridiron and Realogics Sotheby's International Realty are also introducing a new app technology in the Seattle marketplace. Realogics brokers will be beta-testing VUSE, a new app that allows brokers to produce walking video tours of specific homes at Gridiron. The videos can be instantly formatted and shared with a prospective buyer. When combined with the opportunity to reserve a home until a personal inspection is acceptable, this high-tech, white glove approach to real estate may well be a sign of the times. In addition, prospective buyers can request a virtual meeting with a Sotheby's broker who can answer questions and call out building and home features.

Realogics Sotheby's International Realty has also partnered with Google to leverage augmented reality with CURATE – a virtual staging platform that you can use to illustrate different ways a home at Gridiron could be modeled. While you wait for the opportunity to inspect your new home, you can still begin to decorate.

"Our White Glove package provides the tools prospective buyers need to purchase a home at Gridiron while still observing CDC guidelines," commented Matt Van Damm, Vice President of New Developments for Realogics Sotheby's International Realty. "It's important to use that we safeguard the health of Gridiron homeowners as well as helping to provide some certainty for prospective buyers."