

COVID-19 and Your Business.

Facebook Live Recaps with tips and tools
for your business during COVID-19



LIVE

COVID-19 and Your Business Facebook Live Events Week 1

If you missed the COVID-19 Facebook Lives Series, join the **Secrets of Top Selling Agents Facebook Group** and click on the videos tab. Below is a recap of week 1 events. You must join the group to access these Facebook Live videos.



Barbara Betts:

COVID-19 Listing Cancellations: Don't Panic; Just Do This

Listing presentations are being cancelled left and right due to buyers being scared or losing their jobs. Meanwhile, there are still people who want to transact. Now is not the time to give up on your business. But what do you do to keep it afloat during these uncertain times?

Barbara's Tips:

1. Start working your database. Shut off your auto marketing and email drips; they may be irrelevant now.
2. This is not when you call to ask someone to buy or sell a home, or to give real estate advice. This is when you call to check up on them with a "how are you?" "What can I do for you?"
3. If you are not comfortable with social media, now is the time to get with it. Video

your neighborhood and local restaurants offering takeout. These tactics will make you shine as a community leader.

Barbara's Resources:

- Quarantined Realtor Action Plan
- Training Channel for Realtors®
- Be.Live
- Zoom



Jim Remley:

7 Ways to Prospect in Uncertain Times

We have to continue working. NAR's chief economist, Lawrence Yun, said that once these quarantine measures relax, we should see this temporary pause evaporate and potential buyers return to the market with great enthusiasm.

Jim's Tips:

1. Get dressed for work every day; you've got to get up every morning, and get into your routine.
2. Ask your database how they are doing during this difficult time. Let them do all the talking. Do not offer your opinion. Now is the time to listen.
3. Many lenders are offering forbearance,

which means they are working with people to defer payments. Use HUD.com as a resource to help any of your clients who have been laid off or lost income due to COVID-19.

Jim's Resources:

- Video Teleprompter from Your Phone
- Coaching Interview Scheduler



Sherri Johnson:

Navigating Real Estate In Any Market Condition

How do you stay an active agent when people think doing so is socially irresponsible? The answer to that is to find new, socially responsible ways to work. Primarily by magnifying your online presence. People don't like change, but our survival during this time is heavily dependent upon adapting to use new technologies. In this industry, face to face meetings have always been best, so now is the time to adapt to new technology that allows you to converse face to face even though you are not present.

Sherri's Tips:

1. Get a Zoom account ASAP. Zoom allows you to talk to a client face to face and unlike "Facetime," also allows you to do a screen-share so that you can go over a contract or home inspection with a client.
2. Other video options such as Google Hangouts and Facebook Live are also important free tools you can use to adapt and reach a larger base. People crave that one-on-one connection more than ever right now.
3. Ways to pivot:
 - Go virtual; same strategy, just a change in platform.

- Call expireds: they wanted to sell and it didn't happen. Now you can be the game changer. Show them your virtual marketing plan.
- Acknowledge the pandemic and don't be pushy.

Sherri's Resources:

- Free webinar slides from Sherri's live Facebook video
- GoldMine Pipeline webinar



Marki Lemons-Ryhal:

How to Brush Up Your LinkedIn Skills While Quarantined

If you want to be seen as a thought leader, you need to be on LinkedIn. LinkedIn gives real estate agents the opportunity to present the best version of themselves and to build a reputation as a thought leader. When building your LinkedIn profile, ask yourself what would make people want to do business with you.

Marki's Tips:

1. What would make people want to do business with you on LinkedIn? Number one is your photo. Take a professional photo every 24 months.
2. When you think about the headline and the bio section of your LinkedIn profile, compare it to a billboard in Times Square. Does it grab the viewer's attention? Also, do not fill out 50 skills; keep it to 25.

3. If you are a Broker or CEO, still put "real estate agent" as your profession because more people search for that term.

Marki's Resources:

- Fiverr
- LinkedIn PowerPoint
- Canva Design Tool
- Picmonkey Photo Editor and Graphic Design Tool



Dirk Zeller:

How to Thrive, Not Just Survive in Turbulent Times

The real estate market is still holding up, however we are going to have a little pause. Objectives, strategies, dialogues, and scripts are very different than they were pre coronavirus. Agents need to be able to engage in a meaningful manner to establish themselves as experts. They have to be the calming voice, communicate value and data, and move away from the emotional state of communication

and into strong professional counseling to individuals.

Current real estate opportunities won't come from shouting about low interest rates. The opportunities will evolve from your ability to convey data to your clients.

Dirk's Tips:

1. Communicate data to your clients who have questions about the market. Steer away from emotion and stick with facts and data.
2. If you are pulling data, do a weekly pull vs. a monthly pull, because that will allow you

to work the most recent statistics into your scripts.

3. When pulling data look for the following:
 - Number of new listings for the week.
 - What are the pendings?
 - What are the solds?
 - Closed sales?
 - Market withdraws and cancels?

Dirk's Resources:

- Free Guidebook to Navigating the Market





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COVID-19 and Your Business Facebook Live Events Week 2

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Sue "Pinky" Benson:

How to do a Virtual Tour From Your Home

With social-distancing protocols in place due to the COVID-19 outbreak, physical showings of homes have been put on hold. However, there are still active buyers out there who want to view homes so that they can make a purchase. You have to be resourceful in utilizing tools that can help you show these homes in order to follow social distancing guidelines.

Pinky's Tips:

1. Video is key. Use the tools that you have on-hand such as your cell phone or your laptop to create video to engage with your followers and clients. Not to mention, video is the most highly-engaged content on a social media platform.
2. Don't worry about how you look or the way you sound; just remember that you are sharing the video and that your audience is there to hear from you.

3. Use your FREE resources on social media (IGTV, Instagram Stories, Facebook Live, etc.) to conduct your virtual showings over video.

Pinky's Resources:

- Quik
- InShot
- BoxBrownie
- How to do a Virtual Home Tour, right from your OWN home.



Michele Bellisari:

Secrets & Strategies to Successfully Working from Home

Working from home can be challenging during this time. You might have children who have to adapt to distance learning, animals in the home, or lack the right space to work in as you would in the normal business environment. What can you do to adjust to working from home with these changes to stay productive?

Michele's Tips:

1. Try out some new things that you haven't worked on before. If you haven't dabbled much in social media, give it a try. Try out video features on social media, too. Try out IGTV, Facebook Live, or Facebook and Instagram Stories.
2. Keep yourself productive by setting a schedule, setting a routine, and sticking to it.
3. Create a dedicated workspace. Take some time to create a workspace that will keep

you motivated and ready to work.

Michele's Resources:

- Splice Royalty-Free Music
- Over Graphic Design Tool
- Filmora Video Creator Tool
- Asana Project Management Tool
- Trello Project Management Tool



Leigh Brown:

Rebranding Yourself During Challenging Times

There is nothing ordinary about the times that we are in. How you react as a Realtor® will mold your future after these times have passed. Take this time to revamp your messaging to reach buyers and sellers in a way that will benefit your clients, their communities, and the Realtor® profession.

Leigh's Tips:

1. Make a choice for how you want to be

known after this is over. You want to be the agent who has the resources and is willing to have direct and honest conversation with your clients. You have an opportunity to build a strong relationship with your clients.

2. You are a professional problem solver. Know your resources and if you don't know the answer to a question, find it. You are here to help clients who are trying to buy or sell their home. You are not here to be number 1. You are here to help.
3. When posting to social media, keep your social media posts on a 20:1 rule. One real estate related post for every twenty non-real

estate related posts. And when you do post about real estate, make sure it is content of value and it is content that shares something positive.

Leigh's Resources:

- NAR Designations
- NAR Advocacy Site
- NAR Financial Wellness



David Childers:

How Agents Can Be a Voice in an Uncertain Time

Real estate is about people and how you deal with them. So when there is a disruption in the community, such as the COVID-19 outbreak, you have to be prepared to be the voice of reason. Stay educated and informed so that

you can keep your business running during these difficult times.

David's Tips:

1. Be as transparent as you can with your clients. Have an honest conversation with them on the current state of real estate and how it could affect them when it comes to buying or selling.
2. Acknowledge that the COVID-19 pandemic

has brought an economic downturn, but remind your clients that, similar to previous economic downturns, as business returns to normal, so will the economy. There is a light at the end of the tunnel.

David's Resources:

- Keeping Current Matters COVID-19 Presentation



Joe Sesso & Tristan Ahumada Live Interview

Recapping the State of the Industry

Many agents may feel that the current state of the real estate industry is uncertain. You can't control how information is being put out there, but you can control how you react to it and share information with both current and potential clients.

Joe & Tristan's Tips:

1. The best thing you can do right now is to

not be judgmental. There are many other agents living through this and you do not know what their reality is.

2. Continue to update and categorize your CRM. It is ok to reach out to people, but you have to be sensitive. When reaching out to those who have been on your site, tell them that you are here for them for questions and when they are ready to buy or sell a home. When you reach out, categorize them so you are not bombarding them during this time.
3. Use your social media accounts to their full

potential. You have the option to conduct virtual tours, share tips, and be there for other agents and clients.

David's Resources:

- Asteroom 3D Kit
- CRM & Email Newsletter Management
- Mailchimp Email & Newsletter Management



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COVID-19 and Your Business Facebook Live Events Week 3

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Raj Qsar:

Playing Offense During COVID-19

During COVID-19, real estate businesses are struggling to find a new normal and way to function during this time of uncertainty. Rather than attempting to just roll with the punches and blowbacks of a changing economy, you have to play on the offensive to get ahead during this uncertain time.

Raj's Tips:

1. Adjust your mindset. During this time, agents may be controlled by a sense of fear. Don't let fear takeover during

this time and worrying about the things that they can't control. Focus on the things that you can work on now and stop worrying about the things that you cannot change.

2. Take this time to think about how you can implement new strategies and create more content. Is there a social media platform or piece of technology that you want to try out? Try it and create new content to go along with it. Raj suggests trying out new social platforms such as TikTok or to try out new pieces of technology like the Matterport camera

that can be useful for creating virtual tours for your business.

3. Build your pipeline by reconnecting with clients both past and present. Take this time to connect with your clients by asking them how they are doing and check in on them. And don't forget to use a CRM.

Raj's Resources:

- TikTok Social Media Platform
- Matterport Virtual Tour Camera
- MasterClass Education



Alexis Bolin:

Adapting to the Difficult Times

Now is the time to dig in and do the hard work. Take this time to reach out to clients and members in the community to ask what they need and how you can take the time to help them out. While providing help, make sure to take some time to focus on your business and update some things or work on some rebranding efforts

Alexis's Tips:

1. Take this time to evaluate your business and what is working for you. Take a look

at where you stand with your marketing goals, business goals or even your budget and see where you can make improvements for when things get back to normal.

2. Use video. Yes, video can be challenging, but take this time to learn how to use video during your downtime, whether it be Facebook Live or even just creating a video for a virtual tour, take this time to use video and learn how to use it to connect with your clients.
3. Focus on some educational opportunities and get some NAR designations or some

certifications that you have been wanting to get. You can never have enough education.

Michele's Resources:

- E-Pro Certification
- CRS E-Learning Courses
- NAR Commitment to Excellence Certification
- Issuu Digital Publishing Platform



Marki Lemons-Ryhal:

How to Leverage Video to Reboot Your Business

During this time, you may be looking for an option to rebuild your business with new strategies of things you may have never tried before. One strategy you can try is video. Before you can begin to use video for your business, you have to be prepared with a few things first.

Marki's Tips:

1. Select the right video equipment. Before

you dive into video creation, make sure that you have the right equipment that will help you to produce a video that is clear and looks as professional as possible.

2. Try going live. Nearly all social media platforms have the option of going live. Instagram has IGTV, Facebook has Facebook Live. Try going to live to connect with your audience on an organic level to open up conversation and increase engagement with your video.
3. Create a content calendar that will allow

you to track how your content will flow as you create videos. If you create a content calendar, then you will be able to plan your videos in advance to be prepared to make your videos the best.

Marki's Resources:

- Order Marki's Video Equipment
- Bitly Link Shortener
- Adobe Spark



Michael J. Maher:

What does Success Look Like in These Quarantine Times?

As an agent during the COVID-19 outbreak, you may find yourself struggling to determine what exactly identifies as success during this time. While getting use to this, you may have to find a new way to adapt and manage yourself.

Michael's Tips:

1. Define your work/life balance. You may be working from home to practice

social distancing. Make sure to properly separate yourself from your work when you need to so you don't get burnt out and you are able to spend time with your loved ones uninterrupted.

2. Connect with your sphere at least once a month. Send out a video at least once a month to your sphere whether it be social media, email or even texting, just to connect with your sphere and build a connection with them.
3. Create a Facebook Group. Another way to connect with your sphere of clients or other agents would be to create a Face-

book Group. With a Facebook Group, you have plenty of opportunities to share tips or even connect with your direct sphere.

Michael's Resources:

- 7 Levels of Communication Book
- Facebook Groups
- The Miracle Morning for Real Estate Agents