



# Quarantined Realtor Action Plan

## SOI and List of Relationships

- Get your CRM and Database in order
  - If you don't have one, research them, sign up for free trials and find one you like.
  - Get your entire list of relationships inputted into your CRM
    - Reach out to clients for updated client information, best emails, etc.
    - Update Birthdays, Anniversaries, Kids Birthdays (you can find a lot of this in your clients Facebook Profiles!
- Set your daily action goal
  - Actions include: Outgoing Calls, Text Messages, Facebook Messages, Instagram DMs, Facetime, Video chats, Text Videos \*GET CREATIVE
  - You are checking in to provide VALUE, not to ask for business
    - How are you doing?
    - Is there anything I can do for you?
    - Do you need anything?
    - How can I help you?
- Send Handwritten Notes to your clients
  - Let them know you care
  - Let them know you are here for them
  - Drop in some funny quotes, or inspiring quotes. Look up Positive Quotes and Motivational Quotes inserts on Amazon.

## Marketing

- SHUT OFF all Auto Marketing, or Drips that you have set up
- Make sure all your messaging is consistent with what is going on literally that DAY in your area, and market
- Provide FACTS do not buy into FEAR!
- Plan a Virtual Home Buyer Seminar- There are people out there who were thinking about buying a home before this, and will buy homes after.
- Plan a Virtual Homesellers Seminar- Use your home as an example, walk through and tell clients what projects YOU would do to prep your home for sale!
- Create graphics and images with home project examples and suggestions to increase a home's value.

## Listings and Transactions

- Follow your local and state guidelines

- Do NOT hold Open Houses
- Upcoming Listings, or currently on the market: Get a Virtual Tour added to all of your listings, and post everywhere, make available!

## Video

- Create a YouTube channel if you don't have one already
  - If you do have one, freshen it up, make sure all info is current
  - Film an intro video to YouTube to introduce your channel and yourself
- Take this time to film a series of education videos that you can put on YouTube for now and for the future!
- Take a walk around your neighborhood if you can and shoot a community video!
- Send consistent video messaging to your clients with updates and FACTS

## Facebook

- Update your Facebook profile, make sure that everything is updated and accurate.
- Friend request ALL of your clients, past clients, sphere, etc. Don't be afraid. This is the time to grow your social engagement. Your clients want it and need it.
- Go LIVE to your Database at least once a week. YES once a week. Your clients want and need to see you. They will be grateful for you. Bring them FACTS, bring them inspiration, and bring them value.
- Engage with your clients, check in on them, comment on their content!
- DO NOT give opinions on the virus or what is going on, think of it as politics, don't go there.
- Create Facebook Live's with people in your network that can help others.
  - Teachers
  - Pros who already work at home
  - Medical professionals

## Instagram

- Update your Instagram profile, bio, etc
- Create a LinkTree account (FREE) so that you can put in links of your listings, photos, virtual tours, and walkthroughs.
- USE Stories!!! If you are uncomfortable, LEARN it and get comfortable
- Do some Hashtag research for your area and business and save them in your notes so that it's easily postable
- Learn a planner or scheduler to help you auto post your content
  - Planoly, Later, Agoura Pulse, Buffer, Facebook Creator, Plann
- Schedule your content so you are staying consistent
  - Make sure its relative to the current state of the market and your area
- Take any video content you are posting on other platforms and put it on IGTV
- Create highlights, go through old content on your stories in your archives and add it to highlights.

## Learn

- What online classes can you take to “shore up” things you need to learn or get better at?
- Go to your local associations site, or MLS site to take online webinars
- Search YouTube for topics you want to learn more about or get better at
- Work on your C2EX!!!! <https://www.nar.realtor/commitment-to-excellence-c2ex>

## REALTOR® Mental Health

- Get out and WALK
- Get to know your neighbors (socially distanced of course)
- Eat healthy!
- Cook meals you’ve always wanted to cook!
- What books are on your “need to read” list? Order them on Amazon and set a goal to read a chapter a day!
- Make a gratitude list daily, 3-5 things you are grateful for.
- Play games with your family
- Garden
- Host some virtual Happy Hour with friends!
- Listen to the Brian Buffini podcast with Dr. Lawrence Yun Episode #201 “This too shall pass”  
<https://www.thebrianbuffinishow.com/>

## Tools, Software, and Helpful sites

- Zoom--Virtual Meetings, Happy Hours, Webinars
- BeLive--Live Streaming into Facebook or YouTube with multiple people
- Canva--Graphic Design, Marketing

## Fantastic REALTORS® and Other Industry Professionals to Follow for Ideas and Inspiration

Follow on Facebook, Instagram (handle below) and search on YouTube!

- Barb Betts @barbbetts
- Chelsea Peitz @chelsea.peitz
- Leigh Brown @leighthomasbrown
- Marki Lemons Ryhal @markilemons
- Jason Frazier