

## COVID-19 Sixty Day Plan

### **Days 1-30 (3/23-4/23)**

Week 1:

1. Add COVID-19 disclosure on website masthead similar to <https://www.nihhomes.com/how-nih-homes-is-dealing-with-covid-19/>
  - a. For Wordpress sites we recommend the plugin "Simple Banner"
2. Add a blog post with link to the masthead disclosure (see template below).
3. Set up a virtual meeting platform for Prospects and Leads
  - a. Free
    - i. [Skype](#)
    - ii. [Google Hangouts](#)
  - b. Paid
    - i. [Zoom](#)
    - ii. [GoToMeeting](#)
    - iii. [Webex](#)
    - iv. [Ring Central](#)
4. Encourage all prospects to continue meetings virtually. Set a plan with prospects that want to pump the breaks. Extend reservations, plan design deadlines, etc.

### **Message Templates**

Website masthead message template:

**[Insert builder name] appreciates your business and shares your concern in protecting your health, the health of our employees, trade partners and our community.**

**In an effort to do our part and limit the spread of COVID-19, we have made the decision to close our model home(s)/office/design center and offer virtual planning consultations in place of in-person consultations.**

**Please [see how we're handling](#) [link to blog post below] different aspects of our business or call [insert appointment phone].**

If your model(s) are virtual only <https://www.nihhomes.com/>

If your model(s) are open but limited <https://triplecrownhomes.com/>

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## **Blog #1: "Clients and Friends"**

Blog post with message to everyone involved with your company. Insert a photo of the owner(s) at the top right of the post. Wrap text.

Sample <https://www.nihhomes.com/how-nih-homes-is-dealing-with-covid-19/>

### **Template**

Dear clients, future clients and friends of [insert company name]

As social distancing continues to evolve due to the COVID-19 pandemic, I/we wanted to give an update on how [insert company name] is protecting our employees, clients, trade partners and local communities.

- **To our current clients.** Your home/project will continue to be worked on with the following precautions we've added to your job site.
  - We are only scheduling one trade at a time to work on your home
  - We've encouraged our trade partners to use separate vehicles
  - At the final clean your home will be disinfected by our cleaning team
  - If you need non-emergency warranty work we will extend the deadline for completing this work until social distancing restrictions are lifted. Emergency work will still be performed.
- **To our future clients.** Our office hours have been modified and some/all employees are working remotely. This is how to contact us \_\_\_\_\_[insert email and phone]
  - All of our contractual agreements will be done electronically
  - All payments will be electronic for safety and convenience
  - Until further notice, all meetings will be held virtually
- **To our friends and fans interested in a new home/remodeling their home.** Our model home(s) are now open virtually! [or] We are now hosting virtual consultations. Our virtual consultation days and times are \_\_\_\_\_. Please click here [link to contact page] to schedule your virtual consultation [link to contact page].

[insert company name] has been in business since \_\_\_\_\_/ and survived through stock market swings, 9/11 and recessions. We will survive this too.

[or]

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[insert company name] employees have combined construction experience of \_\_\_\_\_ years. We have a team of dedicated professionals that have weathered many storms over the years, and together we're dedicated to your housing needs.

We truly appreciate the trust you've placed in us and are grateful for your patience and understanding as we adjust to these extraordinary times.

[Closing Salutation]

Company owner(s)

## Week 2

### Lead & Realtor Messaging and Outreach

Action items for week 2:

1. Edit the blog post template and post. I recommend adding 1-3 project photos into the post
  - a. [Needs wants and wish list template](#)
2. Update your website masthead and link to Leads messaging blog post
3. Update the email template for leads and send
4. Update the email template for Realtors and send
5. Post links for blog post on social media

#### Action item #1

**Blog title:** How to design and price your new [insert service location] home virtually (even find your lot)!

[or]

**Blog title:** Remodel your [insert service area] home virtually- here's how!

Dear fan of [insert builder name],

As we continue to serve the [insert service area] community by building new homes/remodeling homes [choose one or both], we're excited to let you know of a brand new service [insert builder name] is now offering!

**Many of you are wondering how to take advantage of today's historically low interest rates while social distancing- and we have a solution!**

[or]

Many of you are wondering if you can still plan your home's remodeling project while social distancing- and the answer is "yes"!

#### **Virtual Consultations**

[Insert builder name] is now offering online consultations! Much like our traditional in-person consultations, we'll provide guidance and answer questions regarding...

[Semi-custom/production builders]

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- **Your home's design** including reviewing floor plans and your list of desired features
- **Homesite options** for your new home (we can even do a virtual site walk if needed!)
- Start a Needs, Wants and Wish list and **help determine a budget** for your new home  
[or for custom builders]
- Your home's unique **custom design** including sharing ideas for creating a plan
- **Review your homesite** to understand its opportunities and limitations or provide a list of **available homesite options** (we can even do a virtual site walk if needed!)
- Start a Needs, Wants and Wish list and **help determine a budget** for your custom home  
[or for remodelers]
- How to gather information on your proposed remodeling project so we can start **guiding you through the planning process**
- Start a Needs, Wants and Wish list and **help determine a budget** for your project

We'll also make sure to answer your specific questions, discuss the full planning process and project timing.

### **Here's how it works...**

Click here [link to contact page] or call [insert appointment phone #] to let us know a little more about your project and when you'd like to set up your virtual consultation. We'll confirm the date and give you specific instructions for meeting virtually.

[optional if you're still doing in-person meetings]

### **Can we still meet in person?**

Yes we can! [insert builder name] does offer consultations at our office/model homes/your home. We do follow proper social distancing guidelines such as maintaining six feet of separation and disinfecting before and after your visit. Please call [insert appointment phone #] to schedule your appointment or click here [link to contact page] to leave your information and we'll get back to you.

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## **What if we're not ready to meet for a consultation but want to start planning?**

We can help you there too! We call this "pre-planning" and our website is loaded with useful planning tools.

**Start here by downloading and printing our Needs, Wants and Wish list** [download link is here- template is at the top of the page. You'll need to personalize the template and upload to your website host, Dropbox or Google Drive].

*As you look at our plans, locations and available products for your home, make a note of the plans you like, locations you'd consider and **break out your home's features by what you Need to have, Want to have and Wish you could have.***

Search our **floor plans** here [link to floor plans]

[or]

Search our remodeling project pages here [link]

Check out our different **neighborhood locations** here [link to locations page]

Use our **Pricing** tool here [link to price request form] to set a preliminary budget for your plan and location

You can find **kitchen appliance options** here [link]

Check out different **light fixtures** from our supplier here [link]

**Plumbing fixtures** are here [link]

**Flooring** ideas are here...

Wood [link]

Ceramic [link]

Carpet/Vinyl [link]

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**Looking for some inspiration?** Check out ideas from previous projects here [link to Houzz profile and/or Pinterest and/or Photo gallery on website]

Once you've compiled your list, email it to [insert email and name here] and we'll give you some feedback and guidance to ensure your ideas fit into your budget and timeline!

Thank you for your trust, patience and support of [insert builder name] during this trying time. We are blessed with the opportunity to build/remodel homes in the [insert community name] area and hope to serve you soon!

The [insert builder name] team

### **Action item #2**

Website masthead message update template (please update and email to Alexandra):

**In an effort to do our part and limit the spread of COVID-19, we are offering virtual planning consultations. Click here [link to leads messaging blog post] for more details or call [insert appointment phone] to set up your virtual consultation.**

### **Action item #3**

#### **Lead email**

Subject line: Finally, some good news!

[Or]

Hello [first name]!

Being stuck at home for work (and now online school) is tough on us all. Not only is everyone looking for a private work space, we're dealing with limited internet bandwidth and surprise interruptions from barking dogs and kids (and sometimes the kids bark too!).

We're all a bit unsettled wondering when life will get back to normal. But until that day, we'll make the best with what we have. That's what [insert state or country e.g. Texans/Americans] do!

#### **Virtual new home planning- it's here!**

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[or]

### **Virtual Remodeling- it's here!**

Have you been dreaming of how a new home would make life so much easier based on our "new normal?"

[or]

Have you been visualizing what your home would look like without that "wall" or newly added space?

Are you designing your home's layout in your head?

Ready to scratch that itch!?

I'm very excited to announce **we are officially offering virtual planning consultations!** Technology now allows us to offer all the guidance and resources we provide in-person, online.

If you've been wondering how to take advantage of today's historically low interest rates or just want to get a jump on the planning process, we've provided a full list of resources for you here [link to lead messaging blog post].

The best news? You don't even have to leave your house and you can use your phone, tablet or computer- it's super easy!

Start by clicking here [link to lead messaging blog post] to access all our planning resources.

I hope you and your family are healthy and doing well 😊

Looking forward to meeting you virtually!

[Signature]

## **Action item #4**

### **Realtor Email**

Subject: Ready to be a hero?

Hey [first name]!

I hope you're holding up as we're being held down. I'm sure you're like me and trying to keep your current deals together and do what you can to keep your pipeline full.

I do have a bit of good news for you...

We're now offering virtual planning sessions for our new homes. Everything we normally do in-person we're now able to do virtually.

If you have any buyers looking in the [insert breadth of offering e.g. \$600's - \$900's] in the [insert locations] area(s), shoot me a text and I'll let you know what we've got.

You can text me at [insert cell].

As you know we make things super simple and I'll do all the work- you get to be the hero! ;-)

Hope to catch up soon!

[signature]

## **Action item #5**

Post the link for your virtual consults blog post on social media and ask the question, "What else have you done virtually in the last couple of weeks?"

You want to bring up examples like doctor appointments, online school, etc. My neighborhood played virtual bingo on zoom the other night. Should be a good question to get some engagement!

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