



I hope you're finding these strategies fruitful! If you'd like to learn more about our programs for home builders and remodelers, [schedule a complimentary 1-hour business evaluation](#)

~Rick

Week 4

1. Video Showcase

- a. Record a series of short videos (2 – 5 minutes) to promote on your blog and social media. Promote with weekly emails focusing on 1 area at a time with CTA to schedule a planning session and/or start creating a Needs, Wants and Wish list.
 - i. **Interview your interior designer, showroom rep(s) or architectural designer.**
 1. Examples using a platform like Zoom
<https://www.hibbshomes.com/your-guide-to-designing-your-dream-home-from-home/>
 - ii. **Interview a Realtor** who is representing a buyer with you.
 - iii. **Interview a good prospect** or recent sale that has worked with you through the current social distancing.
 - iv. **Record videos in your model/spec home** of design elements
 1. Kitchens
 2. Greatrooms
 3. Owner's suites
 4. Rear foyers
 5. Bonus rooms
 6. Outdoor living
 7. Rear foyer
 8. Laundry room
 9. Ensuite bedrooms
 10. Lower levels (if applicable)
 11. Other?
2. Host a Facebook Live event at a model/spec home, pre-sold home about to close or supplier showroom
<https://www.facebook.com/help/publisher/1884140525218868>



3. Send eAnnouncements to Leads and Realtors promoting your videos and/or Facebook Live event
 - b. Realtors: the video of working with a Realtor, for sale home design elements
 - c. Leads: the video of your prospect and/or model/spec home

Action items for Week 4

1. Video questions to ask in your interviews
 - a. "How are you working differently today with clients?"
 - b. "What tools are you using to make the most of your virtual meetings?"
 - c. "How have your virtual meetings been working so far?"
 - d. "What have you been able to do virtually you never thought was possible?"
 - e. "If I'm considering building a new home/remodeling my current home, what are some helpful things I can be doing right now?"
 - f. **Note-** For the Realtor video, if you don't have an agent who you're working with virtually, interview one who's sold your homes before and talk about the experience of how easy it is to work with you/your company.
2. Host a Facebook Live Event at a model, new section of homesites or a home/project you have recently completed
 - a. Training <https://www.facebook.com/help/publisher/1884140525218868>
 - b. Tease your event via email and social media posts by scheduling your Live event 1-2 weeks ahead of time
 - c. Offer a contest to anyone that shows up on time
 - d. Ask feedback questions so attendees can answer during your Live event



3. Email Templates

a. Realtor

Subject line: What's working for you?

Hey [first name]!

I've been talking to many of you about our virtual meetings for designing and building your buyer's new home.

Here's [enter Realtor name] from [enter Realtor office] talking about what they're doing virtually to keep sales coming in the door.

[insert image of video with link to video host (e.g. YouTube, Vimeo, etc.)]

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. [if applicable] We also have several quick delivery homes under construction that are available too.

[if applicable] Remember, our model and spec homes don't have any showing restrictions- You can show your buyers anytime!

Please text me at [insert cell].

Talk soon!

[signature]



b. Lead Template

Subject line: More good news!

Hi [first name]!

I've been compiling some video resources you can use right now to give you some ideas & inspiration for your brand new home [or] remodeling project.

Here's a video with [insert name] our [role e.g. architect, interior designer, cabinet designer, etc.] from [company name]. She/he gives some great tips on [insert some teasers on some tips they give regarding their role e.g. "3 mistakes people typically make with interior design," or "how kitchen design is evolving in 2020"]

[insert image of video with link to video host]

Remember you can start your pre-planning process by clicking here [insert link to blog post with pre-planning ideas] and accessing all our floor plans, available locations, pricing tool plus photos that will inspire you!

As always, I'm available for virtual or in-person consultations 😊.

Be well- we will get through this!

[signature]