



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

Weeks 6+

What we've learned- 5 successes during the shelter-in-place and 3 things you need to avoid going forward.

Successes (5)

1. Prospects will buy completely virtual New virtual model home
 - a. Prospects will buy completely virtual. Make sure you have a well scripted virtual process, with the ability to sell a home without meeting in person.
 - b. [Zoom](#) is the preferred platform
2. Video
 - a. YouTube/Video for follow-up
 - i. Convert share links to a [tiny URL](#) and text link to Leads
 - b. Facebook Live/Instagram
 - c. Live and recorded video home tours (show your personality)
3. Social Media
 - a. More people are using and engaging
 - b. Post more often and make it personal
4. Offer options/help for pre-planning
 - a. Up front selections
 - b. Extended reservations
 - c. Needs, Wants and Wish list
 - d. Make recommendations what to do during a waiting period
5. Realtor networking
 - a. More active communication
 - b. Offer to do showings for them "Easiest 3% you'll ever make!"
 - c. Call during showings and guide them through a home, answer questions



Avoid Going Forward

1. Keep reminding people about the pandemic. Be thoughtful, considerate and assume an economic recovery and buyers will come back.
2. Don't stop planting seeds
3. Don't look back. Embrace your new normal and focus on improving your processes and advertising platforms. Video and video conferencing are here to stay. Only online medium where all 3 forms of communication are used and it works!