



How To Run Your Real Estate Business Remotely

west
by eXp Realty



Hi, I'm Ricardo Bueno

Marketing Technology Director

- ✓ 10+ year veteran of the real estate industry
- ✓ Live in Costa Mesa with my wife and our dog Yoshi
- ✓ Passionate about real estate + marketing + sales

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A WILLISTON FINANCIAL GROUP COMPANY



Housekeeping items:

- ✓ Yes, this webinar is being recorded & we'll send you a copy of the recording once it's ready
- ✓ If any of this feels/seems overwhelming, don't worry, we'll follow up with you to **book a hands-on one-on-one via Zoom**
- ✓ If you have any questions, **please use the Chat box provided** in your Demio panel

What we're going to cover:


- ✓ **OVER-Communicating** with your clients
- ✓ The **most effective tools** for working remotely
- ✓ **Best practices** to meet & serve clients remotely
- ✓ Keeping your **real estate team engaged** while working remotely

Adapt or Be Left Behind

*How to protect your business in an
economic crisis caused by the
Coronavirus without panicking.*

How is this affecting real estate?

- ✓ Offices are closing
- ✓ Open Houses are being cancelled
- ✓ “In-home” notary signings
- ✓ iBuying platforms have halted

A profile shot of John Tuld, played by Jeremy Irons, looking out a window at a city skyline at night. He is wearing a dark suit, white shirt, and a dark tie. The background is dark with blurred city lights.

*“I’m here to guess what the music
might do a week, a month, a year
from now. That’s it.”*

John Tuld, Margin Call (2011)

That's your role.

Right now, you have two choices: react or initiate

This is not a time to jump at OPPORTUNITY

This is a time to embrace humanity

Lets focus on dialogue ...

Not just the how, but the what and the why

Conversation With Clients



- ✓ Start with their concerns, *and listen*
- ✓ Find out what their goals are and whether it makes sense to move forward or not
- ✓ **OVER-COMMUNICATE** & share your safety protocols
- ✓ **Focus on the path forward.** Help your community in the ways that you can. Be resourceful.
- ✓ This is a Hidden Opportunity right now ... connections and relationships that you build in adversity can create **MAJOR** loyalty.

Be A Community Pillar



Jessie Beaudoin

March 18 at 9:01 AM · 🌐



Be a Community Pillar Idea #2

Let's help our local community restaurants putting together a consolidated list of who is open and offering delivery.

Use your community visibility/network to get the word out via social media and make it available via text for info.

1. Setup a Google Sheets (some multiple people can work on simultaneously): Restaurant Name, Direct Phone, Hours, Delivery Instructions (call in, uber eats, etc).
2. Call all of your local restaurants and update the sheet with details.
3. Give them your phone number so they can call you to update as needed.
4. Share the list of local restaurants to your networks.

Please reshare.

Remember that positivity & kindness can spread virally also.

P.s. Those of you with kids at home, this is a great task for them.

Communicating With Your Clients



Communicating With Your Clients



Communicating With Your Clients

FROM: Your Name

SUBJECT: I'm here to help

Clients and friends,

I just want you to know I'm here to help...

My phone number is xxx-xxx-xxxx.

My heart goes out to our families with children with schools shut down, our seniors in assisted living, our neighbors at the hospitals, our local businesses struggling and anyone impacted by this pandemic.

I've been selling real estate for xx years here in (city). I'm fortunate to know people who may be able to help you out for a trip to the grocery store, watching children, or even getting bills paid.

You'll be surprised how many good people are here in (city) happy to help you.

Call me, again, if you need anything. **My number is xxx-xxx-xxxx.** It does not need to be about real estate. It can be a personal issue. I'll see if I can assist in some way.

Of course, I've been asked "How do I sell my home at this time?"

Homes are still selling. Our Federal Reserve [just dropped their interest rate to near zero](#) to keep the money moving for people buying homes. It's quite unprecedented.

**Sometimes, bringing value has nothing to
do with real estate whatsoever**



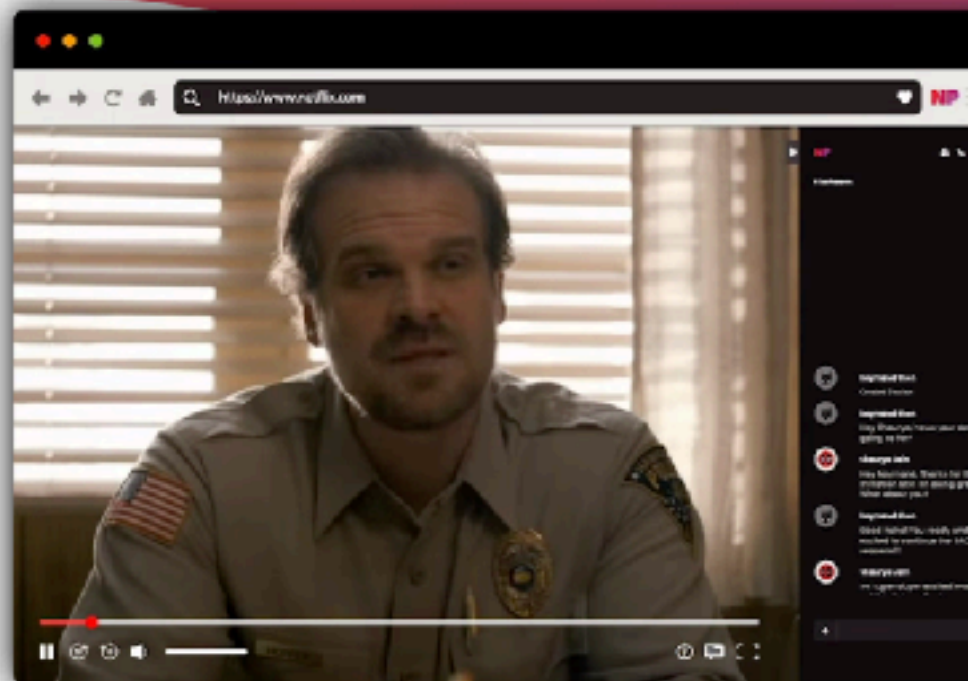
A new way to watch Netflix together

Netflix Party is a new way to watch Netflix with your friends online. Netflix Party synchronizes video playback and adds group chat to your favorite Netflix shows.

Join over 500,000 people and use Netflix Party to link up with friends and host long distance movie nights and TV watch parties today!

Get Netflix Party for free!

*ONLY available on Chrome browsers on desktop or laptop computers.





Des Traynor ✓

@destraynor



Last night I "went out for drinks" by joining a 6 person Google Meet/Hangout with my mates for about 3 hours.

It's not perfect but it works **really** well. (I'm going out again tonight)

Now that Ireland has decided to [#CloseThePubs](#), don't do big house parties, try this instead.

11:23 AM · Mar 15, 2020 · [Twitter for iPad](#)

20 Retweets **143** Likes



Erin Alder



March 13 at 8:19 AM · 

I've decided to get creative during this interesting time. Little ones out of school not sure what you are going to do to keep them busy? Sign up for ZOOMIN WITH MISS ERIN! We'll have dance parties, read awesome books, play charades, and more! I'll give you back an hour in your day to shower, go find toilet paper, get some work done or just go have some quiet parent time. Who's in?!!



You, Stacey Soleil, Justin Tucker and 85 others

35 Comments

Practice Self-Care



Wash your hands frequently for at least 30-seconds.



Wear a face-mask & use disposable gloves when visiting public areas



Get proper nutrition paying attention to vitamin in-take



Get 6-8 hours of rest daily



Stay hydrated - at least 8 glasses of water per day

Public Image



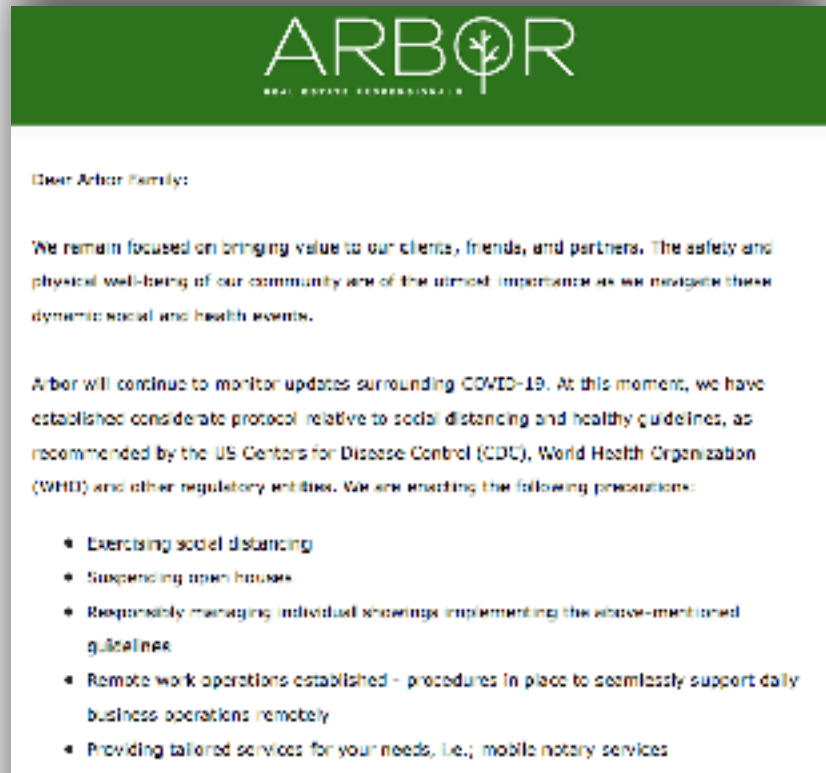
Choose your words & actions carefully as you are in the public eye 24/7



Being negative, making fun of the current situation, etc. isn't going to earn you new business (and it can lose you existing business)



Focus on bringing value & avoid being opportunistic



Public Image

Interesting! Could it be true?

From a nurse:


Remember a month or so ago when people were complaining about being sick and couldn't get rid of it for weeks? 🤒

Let's do some critical thinking. COVID-19 started emerging in early December. Given the incubation period, that means infection started in November, and given international travel and tourism rates, it DID NOT TAKE 3+ months for it to come here. It's been here.


I've had numerous friends across the country who've had crazy bad colds in the last few months, that we now believe were actually Coronavirus. US authorities only just started testing for it, and even now the testing is severely limited, so in all likelihood, many have had or do have it, and it's gotten passed off as just a typical cold - because (AHEM. NEWSFLASH) it IS just a bad cold for the vast majority of people who get it.

The normal colds and flu that we've already been dealing with kill thousands every season - it just doesn't get talked about because it's nothing new and the media can't use it to panic us at this point. It's sad but expected that elderly and immunocompromised people are prone to complications from those viruses. This is no different.

Wash your hands, eat your vegetables, don't touch any old people (for their safety) and calm the heck down. Panic is what's going to crash the market. Panic is what's going to empty stores. Panic is what's going to lead to serious economic impacts from this - YOU are causing economic impacts - not the virus. So please, let's act like we have some sort of sense!


 Jay Thompson is at The land of Lunacy.
March 14 at 5:03AM · Edmonds, WA · 🌐

Stupid conversations on Facebook. version #32,413.


 Ellis Booker
Have you been on a cruise lately? Old, obese, COVID passengers. While I agree that COVID-19 is a health crisis, I don't think the mortality rate should be pulled from this one environment.

10 🤬 🤬 🤬


10 **Angry** Reply

 Jay Thompson
Just got off a cruise. Thanks for the victim blaming and shaming.

10 Like Reply

 Ellis Booker
Jay, no insult intended. Also, how old are you and how much do you weigh?

10 Like Reply

 Jay Thompson
Ellis - not that it's any of your business, but I turn 60 later this year weigh 205, don't have COVID, and would gladly take a large bet that I could kick your ass in a 20-mile walk. Prefer a thirty mile? Bring it.

I wouldn't say your comment was, "insulting." More like stupid beyond belief. And yes, it's victim shaming.

Just now Like Reply

Public Image



Three Reasons Why This Is Not a Housing Crisis

In times of uncertainty, one of the best things we can do to ease our fears is to educate ourselves with research, facts, and data.



4 Ways to Save Money at the Movies

The average movie ticket price is \$8.65, according to *Box Office Mojo*. Add in a soda and some popcorn, and you can easily spend \$20 at a theater.

For a family or even a couple, a movie night out can be expensive. There are ways to save money at the movies, if you plan ahead. Here are four:



Steve Horney
@SteveHorney

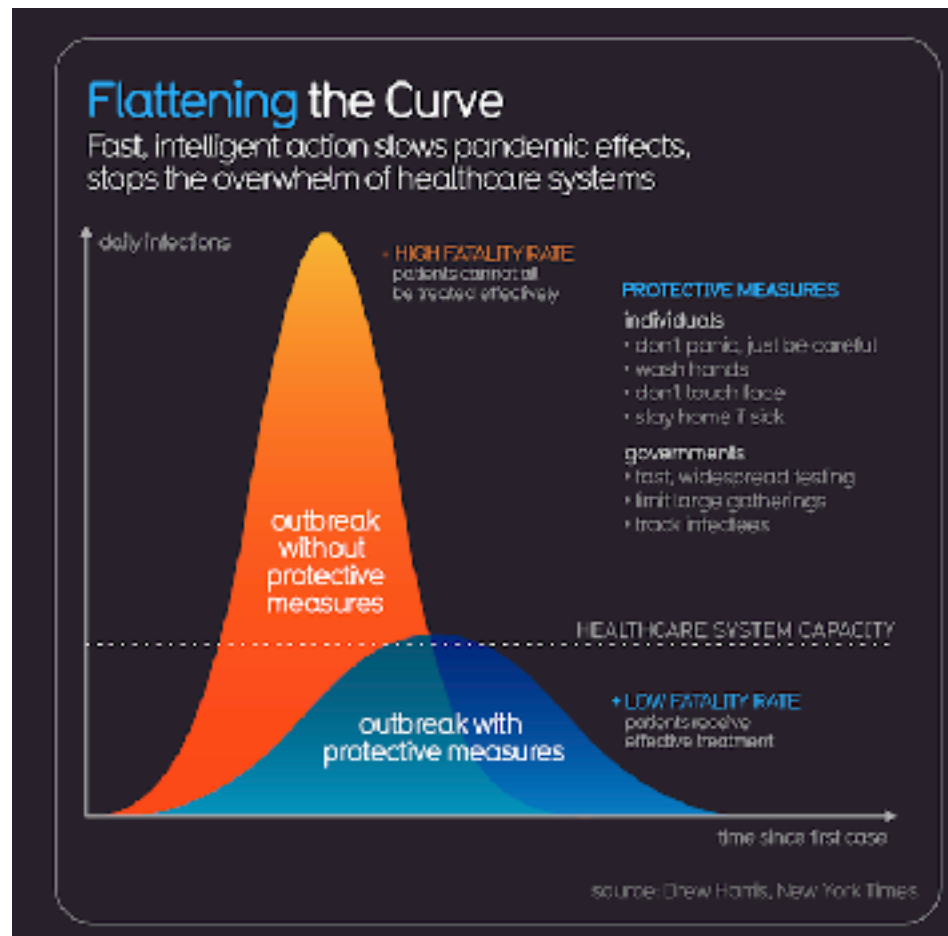
Simple question: Which one of these stories do you think you should have posted on your social media today?

11:56 AM · Mar 18, 2020 · Twitter Web App

1 Retweet · 5 Likes



The number one goal right now:



Your current workflow probably already
looks a little something like this ...



Adding additional workflows is going to be a very natural transition for you ...

Right now, all of California is mandated to take measures to stay safe at home. So guess what they're going to be doing?

They'll be logging into **Facebook, checking in with Instagram, and scrolling through their email list.**

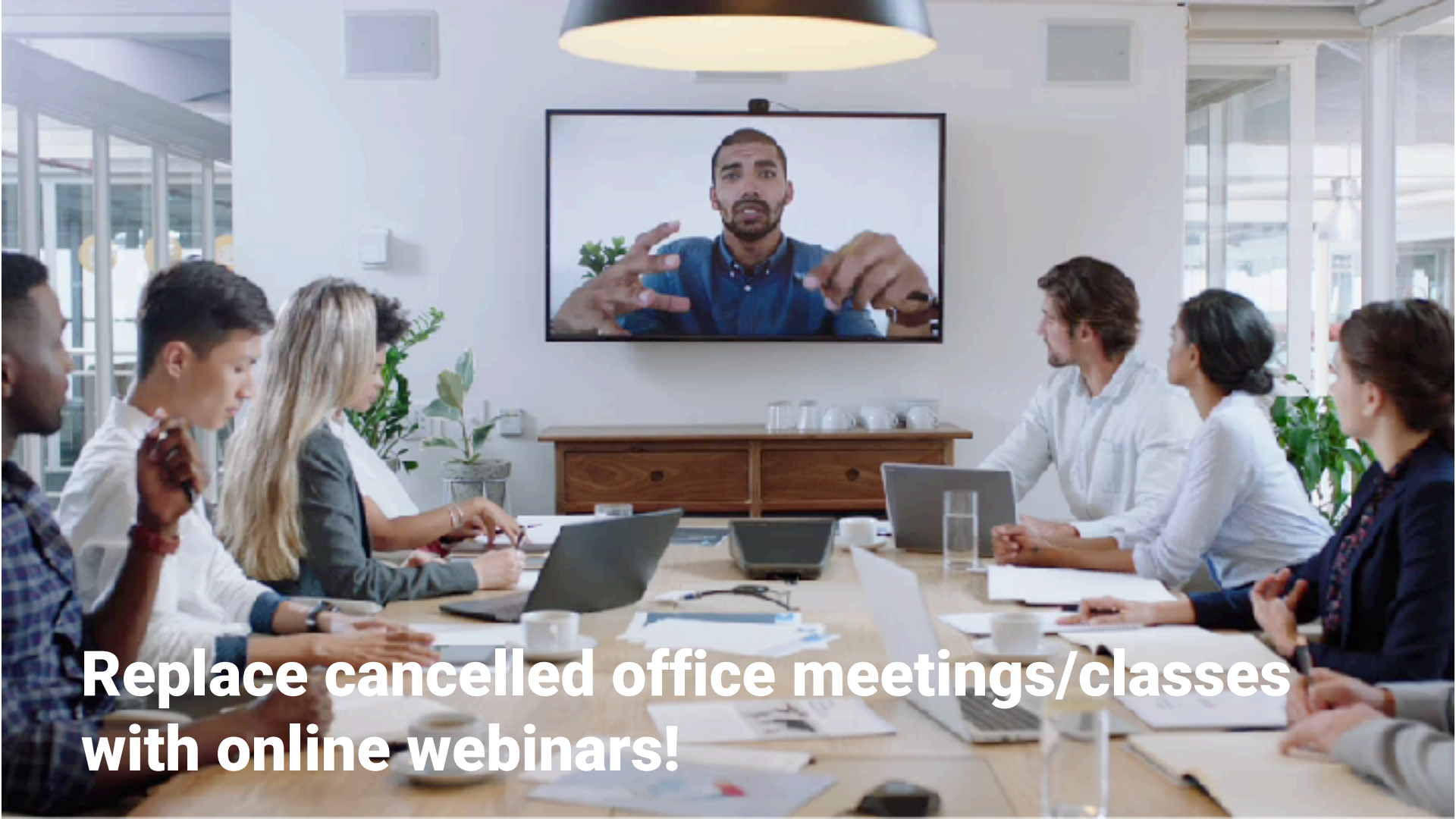
We want to equip you with the tools to open up MORE dialogue between you and your sphere of influence during this unprecedented time in history

Video Resources

- ✓ Zoom video conferencing
- ✓ BombBomb video emails
- ✓ Google Meetings
- ✓ Callnote

zoom





**Replace cancelled office meetings/classes
with online webinars!**



Schedule one-on-one's via video conference

...

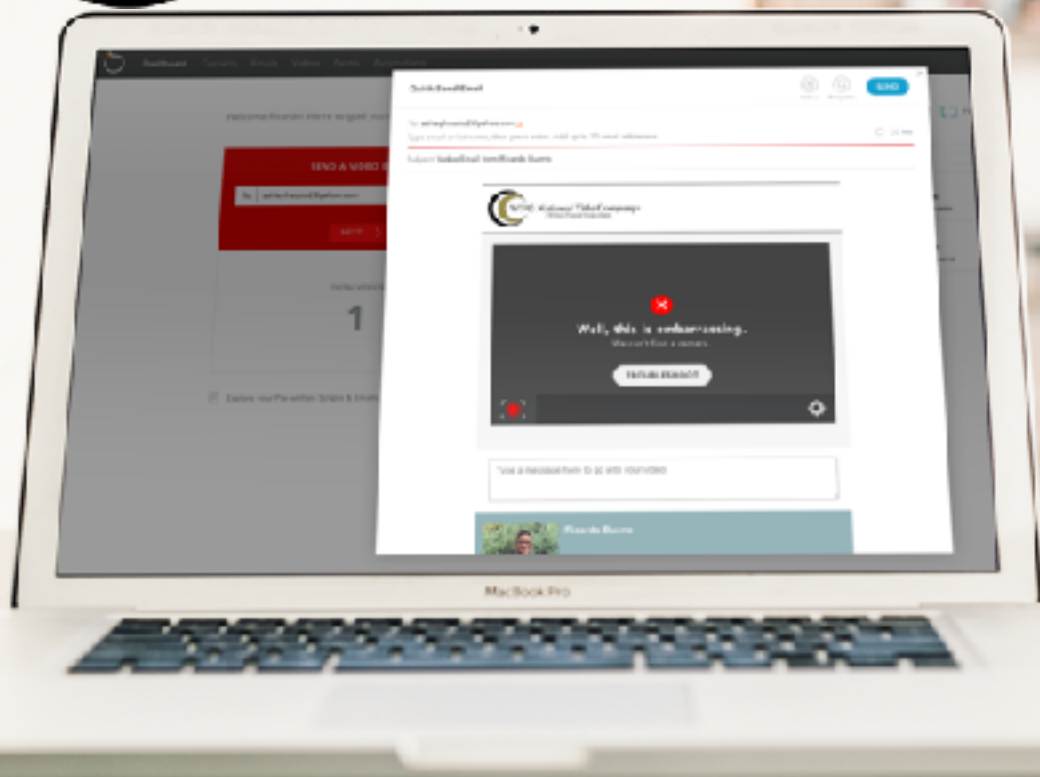
Zoom is Free for up to 40 minute meetings!

Use-cases:

- ✓ Review an inspection report
- ✓ Setup listing alerts and review properties
- ✓ Conduct your listing presentation
- ✓ Virtual neighborhood tours (using Google Street View)
- ✓ Write an offer together



BombBomb™





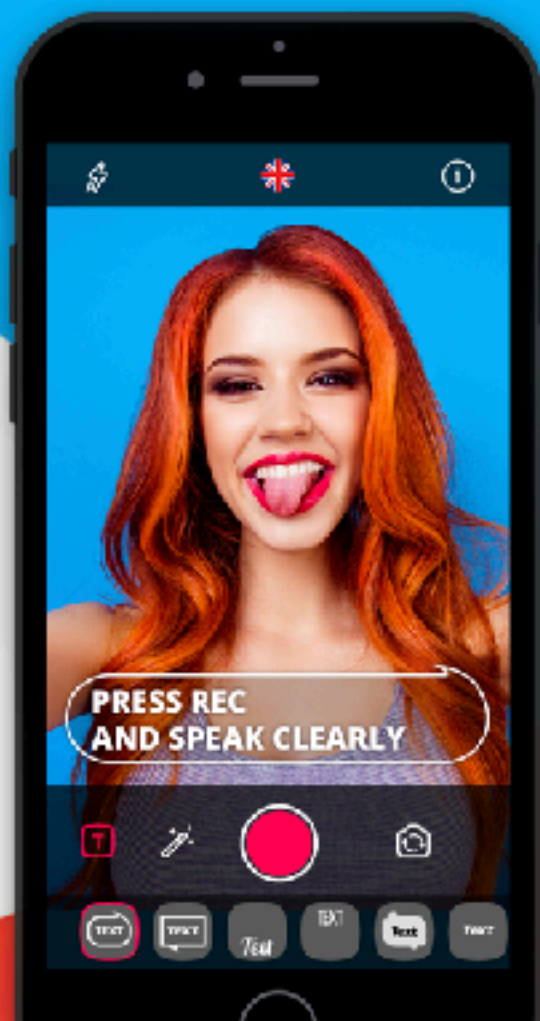
Check in and bring VALUE!



Clipomatic

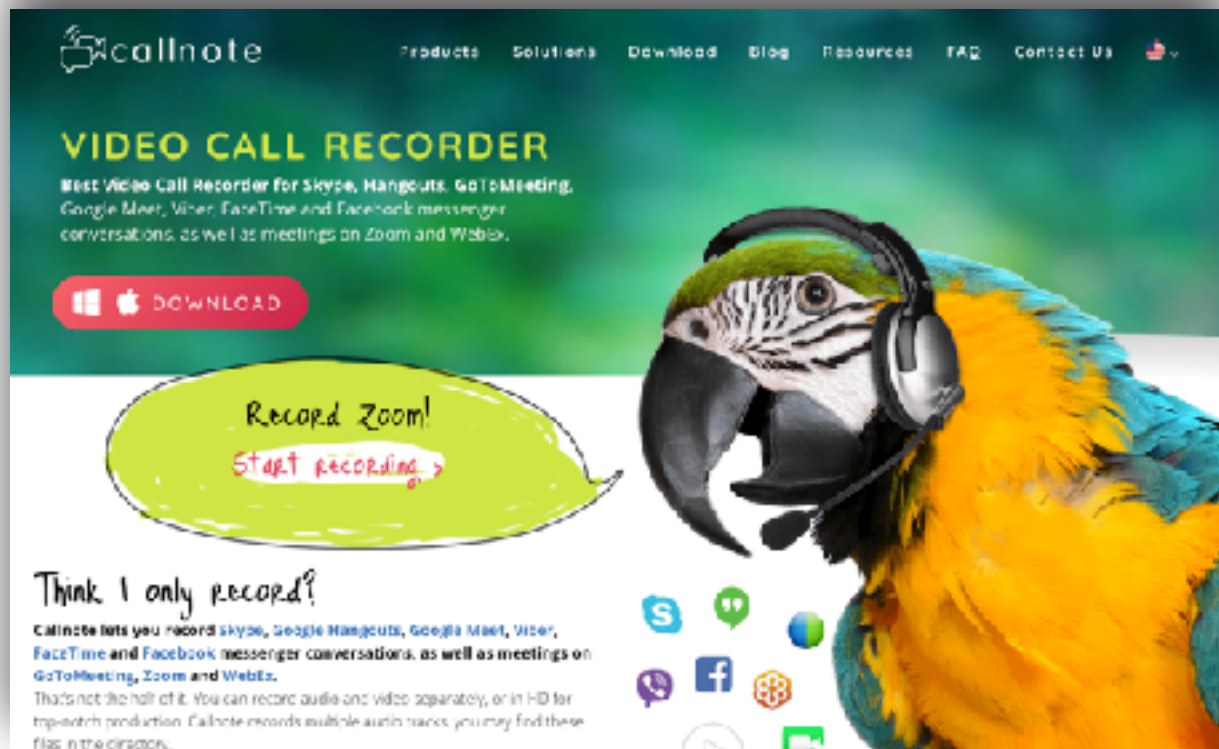
Capture your words right on videos!

Clipomatic is a smart video editor that turns all you say into live captions. All you have to do is hit the magical record button, speak clearly and your words will appear in a form of a stylish caption right on your recording.





callnote.com



The banner features a vibrant blue and yellow parrot wearing a black headset with a microphone. To the left of the parrot is a green speech bubble with the text "Record Zoom!" and "Start recording >". Below the speech bubble is the text "Think I only record?". The background is a blurred green and blue gradient.

callnote

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VIDEO CALL RECORDER

Best Video Call Recorder for Skype, Hangouts, GoToMeeting, Google Meet, Viber, FaceTime and Facebook messenger conversations, as well as meetings on Zoom and WebEx.

DOWNLOAD

Record Zoom!
Start recording >

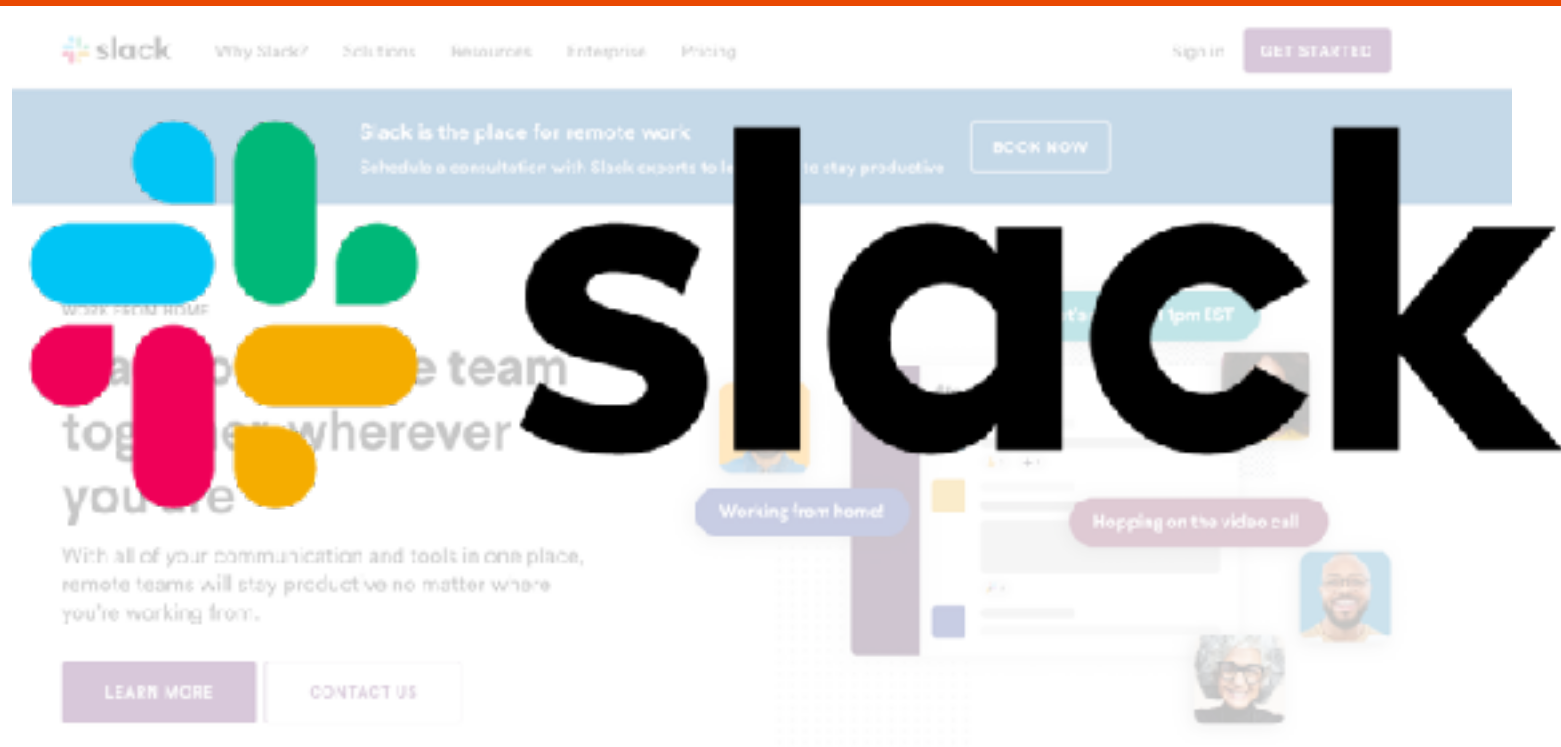
Think I only record?

Callnote lets you record Skype, Google Hangouts, Google Meet, Viber, FaceTime and Facebook messenger conversations, as well as meetings on GoToMeeting, Zoom and WebEx.

That's not the half of it. You can record audio and video separately, or in HD for top-notch production. Callnote records multiple audio tracks, you may find these files in the directory.

Icons for various communication platforms: Skype, Hangouts, Google Meet, Viber, Facebook, Zoom, and WebEx.

Internal Team Communication

The image shows the Slack homepage. At the top, there is a navigation bar with the Slack logo, links for 'Why Slack?', 'Solutions', 'Resources', 'Enterprise', and 'Pricing', and buttons for 'Sign in' and 'GET STARTED'. Below the navigation bar, a large banner features the Slack logo on the left and the word 'slack' in a large, bold, black font on the right. To the left of the 'slack' text, there is a large, colorful, abstract graphic made of rounded rectangles in blue, green, yellow, and red. Below the 'slack' text, there is a section with the text 'Slack is the place for remote work' and 'Schedule a consultation with Slack experts to learn how to stay productive'. Below this, there is a section with the text 'Bring your team together wherever you are' and 'With all of your communication and tools in one place, remote teams will stay productive no matter where you're working from.' At the bottom of the banner, there are two buttons: 'LEARN MORE' and 'CONTACT US'. In the background, there are several smaller images and text elements, including 'Working from home', 'Hopping on the video call', and 'It's 1pm EST'.

Listing Presentations



Win More Listings







Online Valuation Analysis

ONLINE VALUATION ANALYSIS



Sold Listings

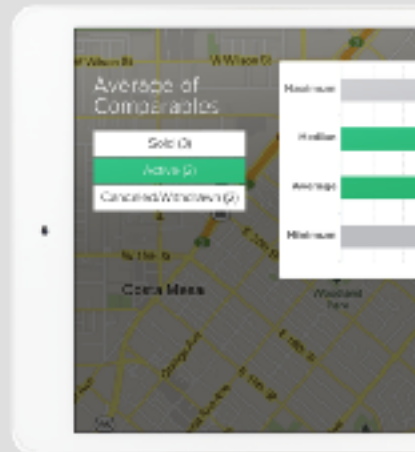
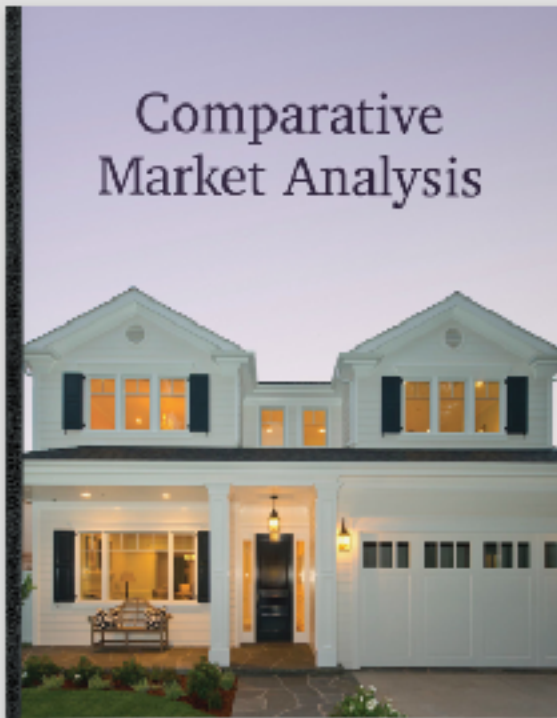
Address	Sold Date	Sold Price	Zestimate	Difference
5350 Westknoll Lane	5/4/16	\$975,000	<u>\$1,357,581</u>	39.2%
5401 Soledad RD	8/10/16	\$1,375,000	<u>\$1,538,963</u>	11.9%
1706 Archer Street	8/8/16	\$1,247,000	<u>\$1,815,760</u>	45.6%
1635 Calle Candela	6/3/16	\$1,625,000	<u>\$1,727,907</u>	9.4%

Active Listings

Address	List Price	Zestimate	Difference
1529 Calle Vaquero	\$1,625,000	\$1,651,833	1.7%
5331 Westknoll Lane	\$1,765,000	\$1,884,513	6.8%



Comparative Market Analysis





Generate Leads



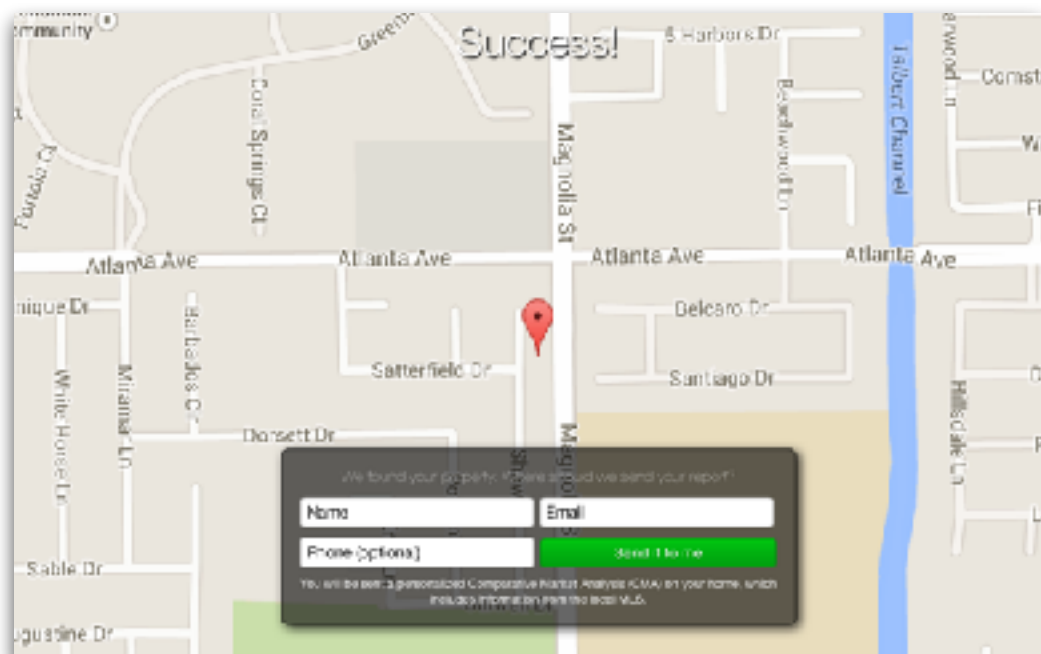
Elle Macpherson

What's My Home Worth?

[Find It](#)

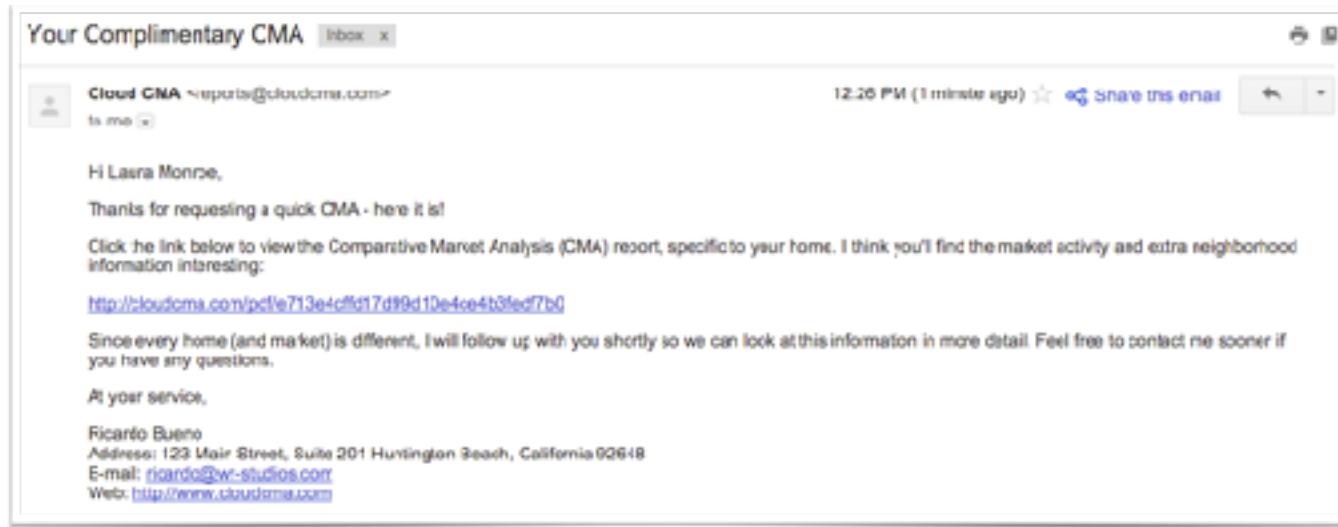
You'll receive your free report in just a few minutes





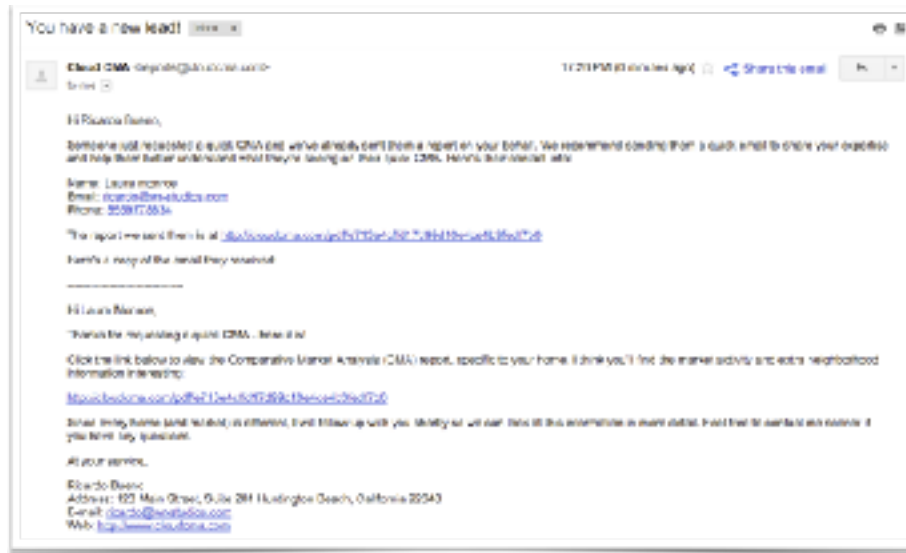


Instant Email Follow Up!





Instant Lead Notification Emails!



Working With Buyers



Be The First To Know



Where do your clients go
instead?

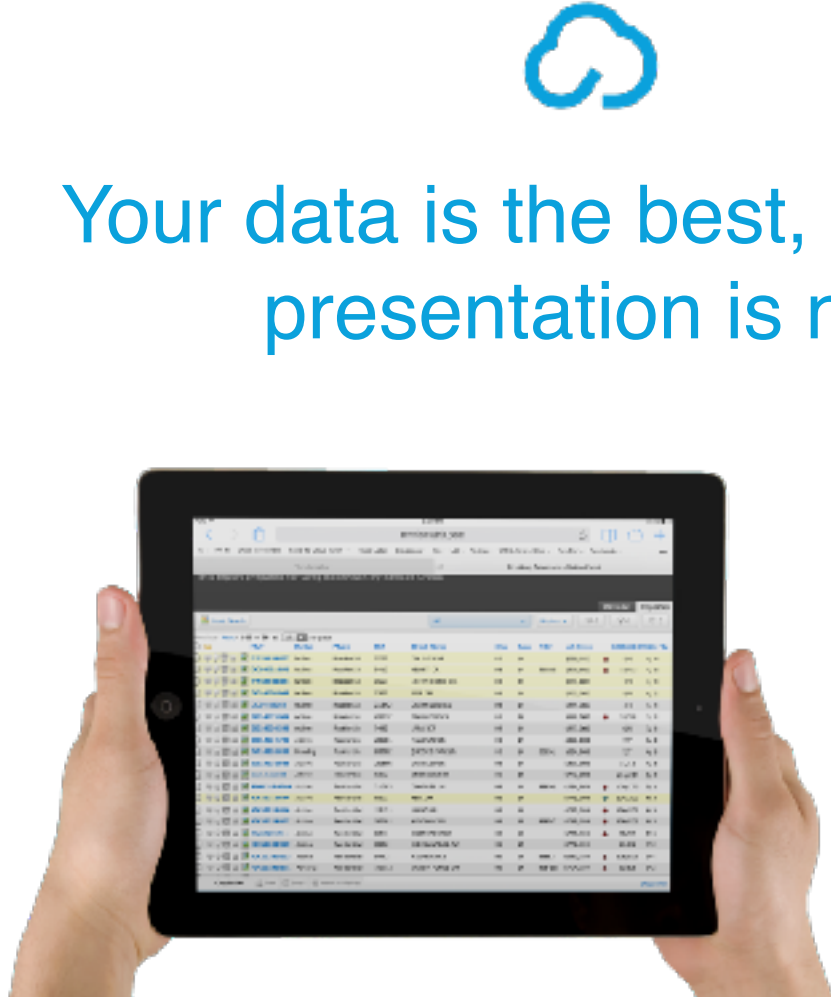




Your MLS listing alerts



That's why listing alerts look like this



A hand holds a tablet displaying a complex data table with multiple columns and rows, representing a large dataset.

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A hand holds a tablet displaying a complex data table with multiple columns and rows, representing a large dataset.

How MLS Listing Alerts Compare



Your MLS

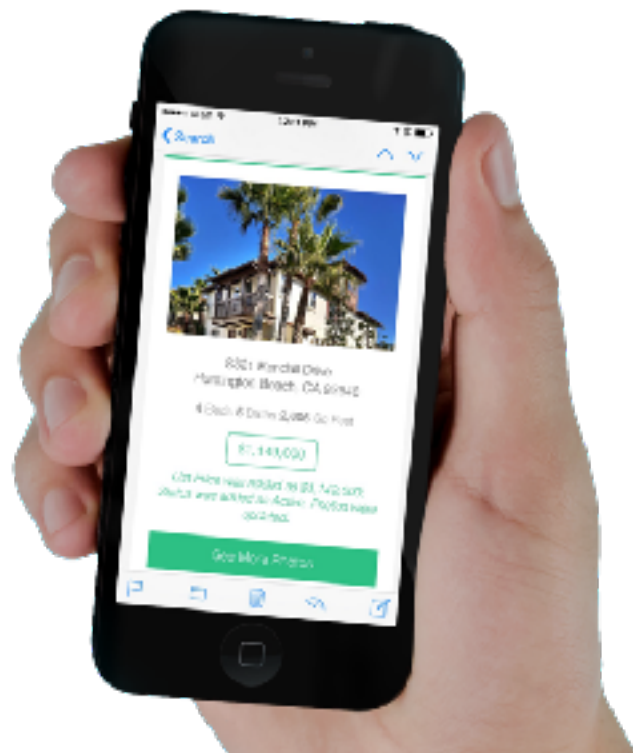


Enticing Emails

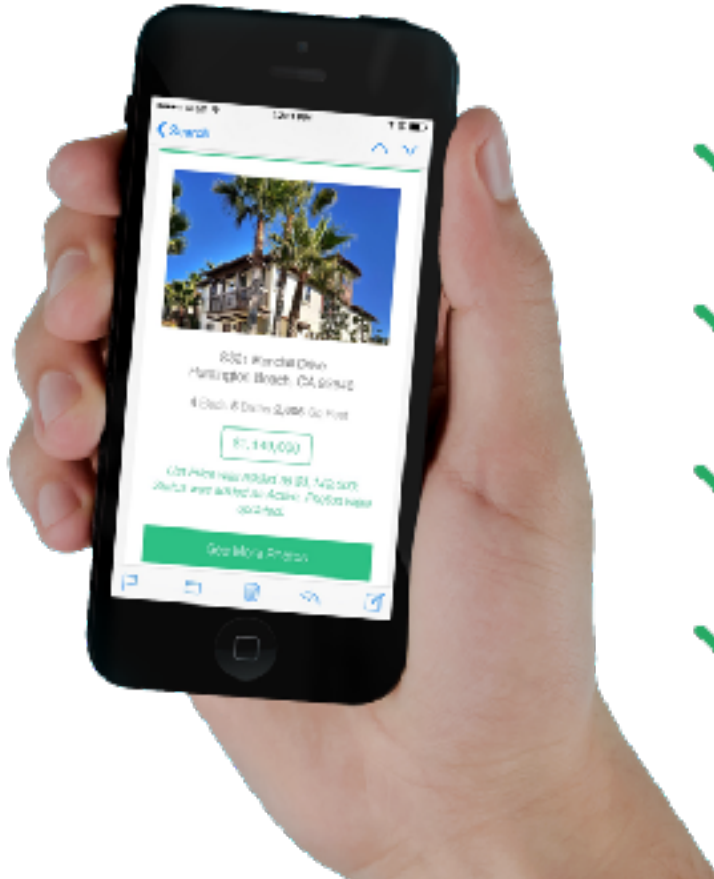
Your MLS



Cloud Streams



Cloud Streams Listing Alerts



- ✓ Listing Photos
- ✓ Branded to agent
- ✓ Look Great
- ✓ Great Data



Q&A