

Subject: 25+ SM Content Ideas before & after COVID

Date: Wednesday, April 29, 2020 at 9:51:39 AM Eastern Daylight Time

From: Kendall Bonner <kendall@rcrtampa.com>

To: Kendall Bonner <kendall@rcrtampa.com>

1. Have you called your SOI??? Content Found HERE!!!
2. What are 3 questions Buyers have right now? Answer them!
3. What are 3 questions Sellers have right now? Answer them!
4. What are 3 things that have changed with new physical distancing guidelines?
5. What are 3 things that have not changed?
6. What's your goal? What is your greater Mission and Purpose?
7. Should out people that you helped last year/last quarter?
8. What resources have you come across that would help someone else?
9. Find 3 stories to tell with 3 good lessons for Buyers!
10. Find 3 stories to tell with 3 good lessons for Sellers!
11. Write out the buyer process and do 10 videos explaining each step!
12. Write out the seller process and do 10 videos explaining each step!
13. Do joint videos/interviews with your trusted vendors!!! (Mortgage, Title, Insurance, Appraisers, Home Inspectors, Handman, Stagers, Home Warranty, etc)
14. Home Improvement Tips/Ideas
15. Kids with no school – need food; Where can they get food/resources/help?
16. How can we support our homeless?
17. How can we support other local businesses from a physical distance?
18. What businesses are still essential and how does that impact the consumer?
19. Offer tips, apps and software for working from home
20. Housing Market Update – What's the current state of housing in our area?
21. Do Virtual Tours/virtual open houses/MixCam etc of walk thru tours of homes
22. Share some stay at home activities: workouts, art projects, podcasts, movies, kid activities and books, etc.
23. Discuss recommendations for physically distant, yet socially connected activities: i.e. virtual happy hours and game nights
24. Request and share customer testimonials
25. Share your own testimony! A positive story or experience that was meaningful to you. Give a testimonial about a vendor.