

TOP 10
COVID-19
REAL ESTATE
OPPORTUNITIES



A person wearing a headset is seen from the side, looking at a laptop. The laptop screen displays a video call with a man in a suit. The background shows office shelves with binders. The entire image has a dark blue overlay.

01

**Shift From A "Sales"
To A "Service" Mindset**




As a salesperson right now, you need to shift your mindset from that of a salesperson to that of a service-first mentality, period.

JARED JAMES | SPEAKER. AUTHOR.
COACH

Revive Your Entire Database


Reach out with high value, hyperlocal information that is relevant to them right now.
Stuff such as:




Updates on the virus and how it's affecting your local area.




How COVID-19 is affecting the value of their homes.




Which stores are open/closed and where to find certain essentials not found on big-box retail stores.



How people can take advantage of government assistance loans and programs.



Authoritative information & personal perspectives on how this pandemic is affecting the real estate market.

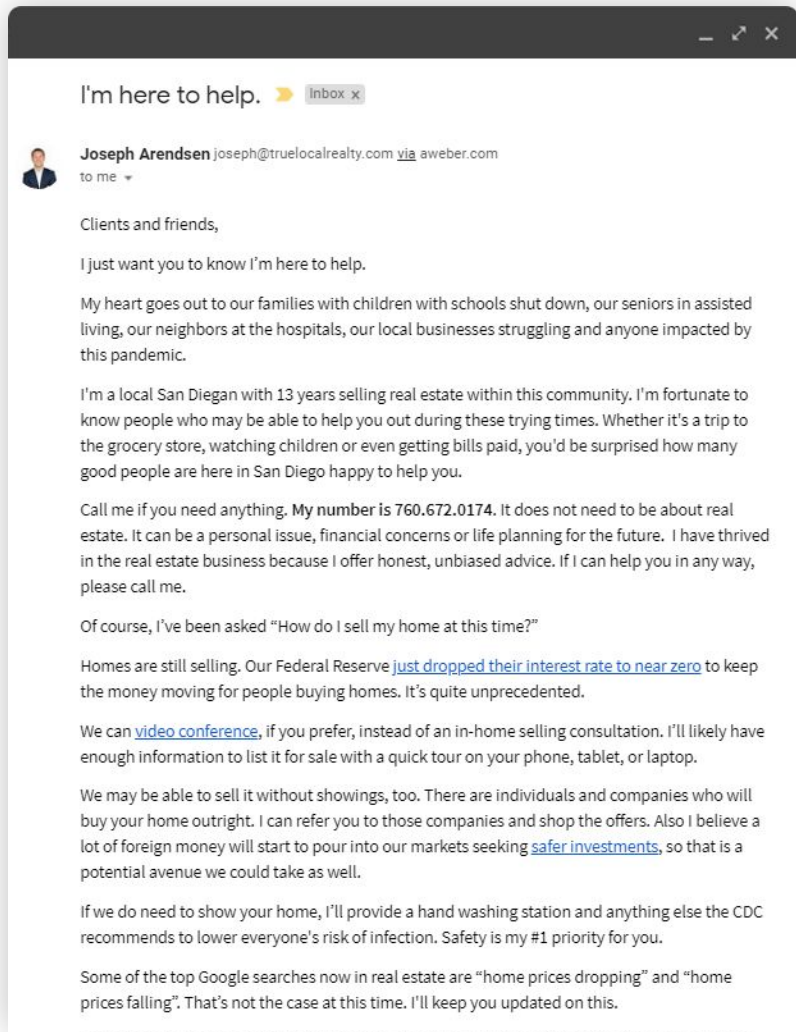


Sincere offers for practical help (such as buying groceries) and/or information on how the elderly or those with special needs can be connected with those who can help them.

A dark, semi-transparent background image showing two people sitting at a desk, working on laptops. The person on the left is wearing a light blue shirt, and the person on the right is wearing a light-colored shirt. They are both looking at their laptops. The image is dimmed to allow the text to stand out.

02

**Reach Out To Your Entire
Database and Offer to
Help**



Email that Joseph Arendsen from **TrueLocalRealty.com** sent out to his entire database.

Key Takeaways



Relate

Joseph starts off his email with a short reminder of who he is and the sort of value that he's able to provide (local San Diegan who has lots of helpful connections)



Make The Offer Real

Joseph includes his personal phone number twice (once in bold), and includes an offer to hop into a video conference. You could do the same, but why stop there? Take it a step further, and offer to personally teach your clients and prospects how to use Zoom, order groceries online, share articles and actionable tips on how to deal with loneliness and isolation, how to work-out from home, find remote jobs, etc.



Show Hyper-Local Expertise

Joseph predicts that his area will see more foreign money start to come in from investors seeking safer investments.

03

**Use Your Down Time To
Get Your CRM Set Up And
Optimized**

Top 3 key-value points in **the recent letter** that Reffkin sent to all Compass personnel:



CONSOLIDATE

CRM allows you to import your contacts to have *one single database* of all of your contacts.



AUTOMATE

Allows you to automate lead generation and client follow-up.

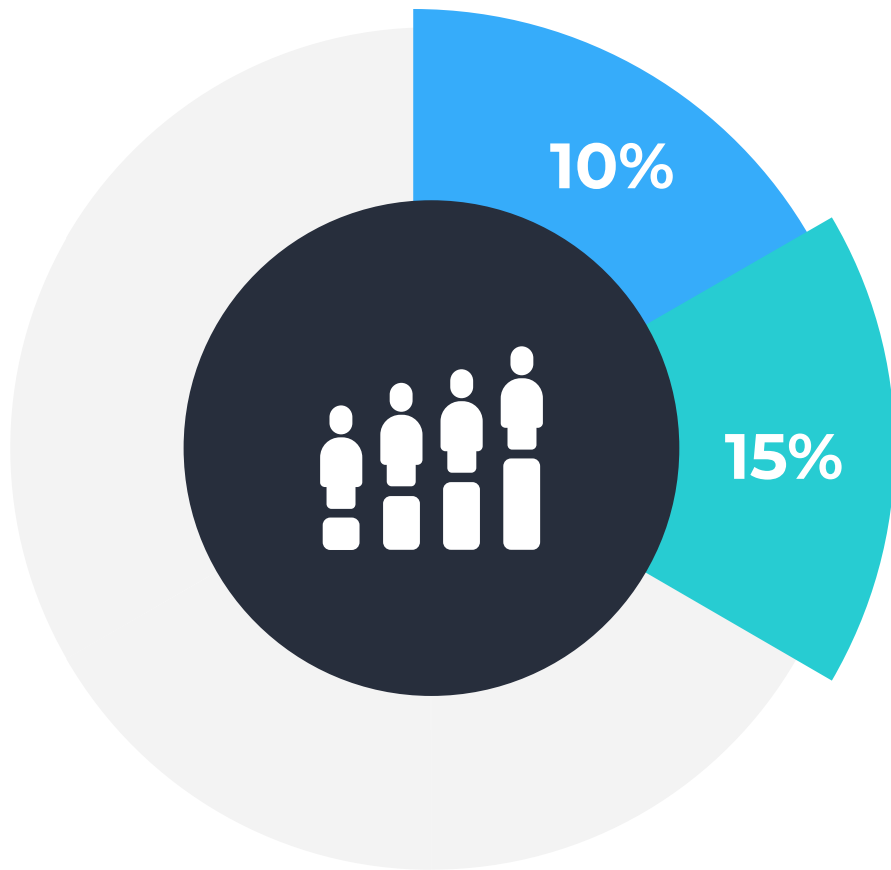


FOLLOWUP

Helps to stay “top of mind” once the deal is over.



Image by: Inman



Will Move Every Year

The average person moves every 10 years. That means that 10% of your database should convert every year.



Can Send You Referrals

If you're staying top-of-mind within your database, around 15% of your database should be sending you referrals every year.

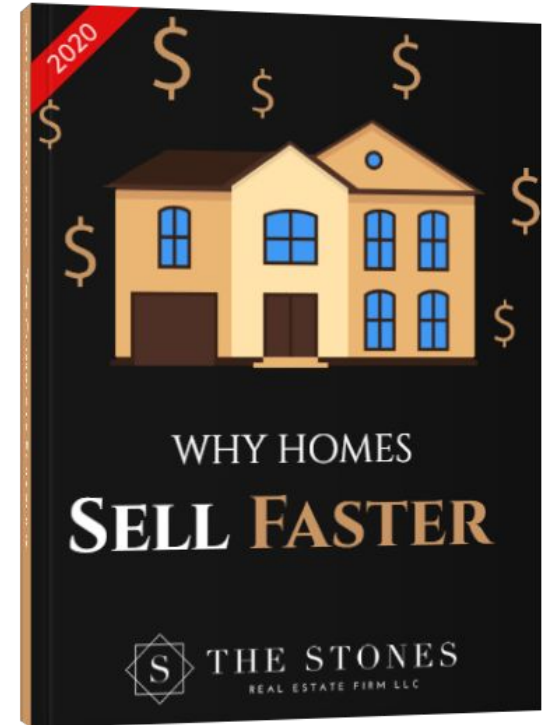
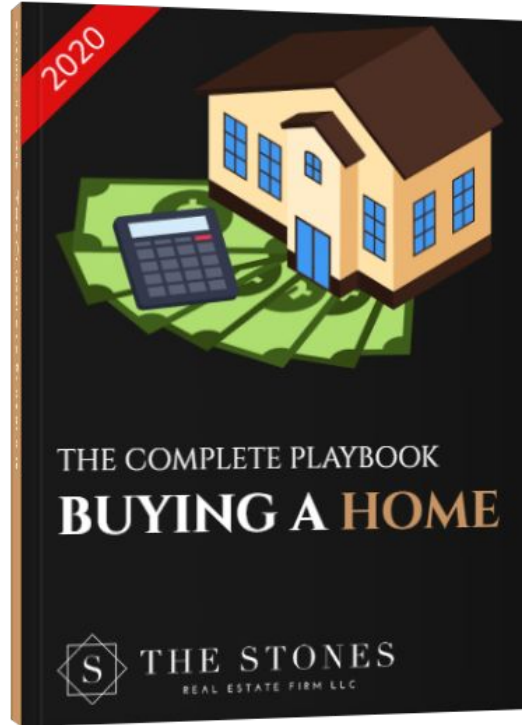


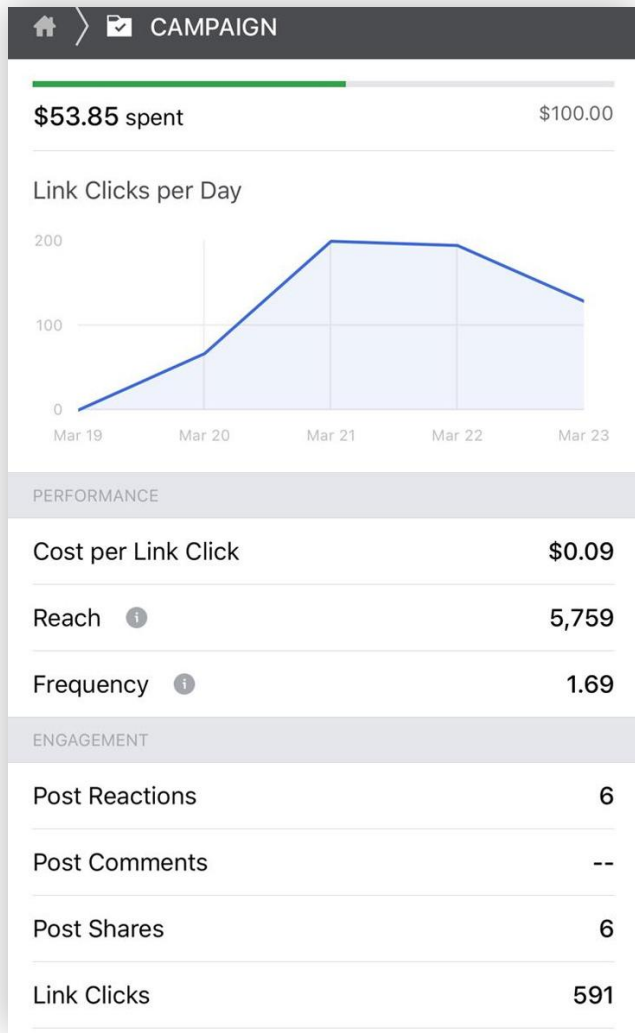
04

**Create And Post Helpful
Blog Content Relevant To
COVID-19**

Evergreen Content

Content that always remains useful.





Tyler Auerbacher, the Founder of **Dippidi** - a top real estate marketing agency

They're currently seeing clicks for as low as \$.08 each to articles they're publishing for their clients

General topics that they recommend:



How to disinfect and keep your home clean during the Coronavirus Outbreak



How to Help Kids Understand The Anxiety that Comes with the Coronavirus.



Understanding the Difference Between the Mortgage Rate & Fed Rate



5 Things To Keep You Sane During Self-Quarantine

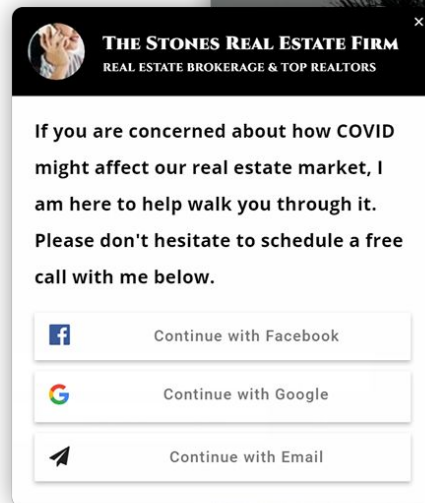
05

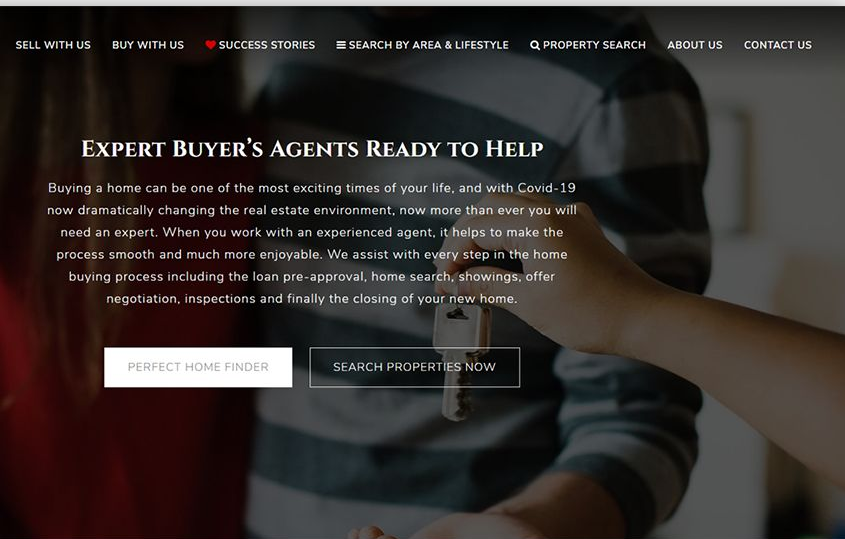
Optimize Your Website



Update Your Messaging

If you've got chat tools or calls-to-action throughout your website, consider changing them up to reflect the current situation.





EXPERT BUYER'S AGENTS READY TO HELP

Buying a home can be one of the most exciting times of your life, and with Covid-19 now dramatically changing the real estate environment, now more than ever you will need an expert. When you work with an experienced agent, it helps to make the process smooth and much more enjoyable. We assist with every step in the home buying process including the loan pre-approval, home search, showings, offer negotiation, inspections and finally the closing of your new home.

PERFECT HOME FINDER

SEARCH PROPERTIES NOW

Get Pre-Approved

Mortgage Calculator

Free Buyer's Guide



Getting Pre-Approved

This is the first and most important part of the buying process and our agents will guide you to the right mortgage professional. Each lender has their own specialty so we will find the right one for you and your lending needs

Update Your Buyer & Seller Services Pages

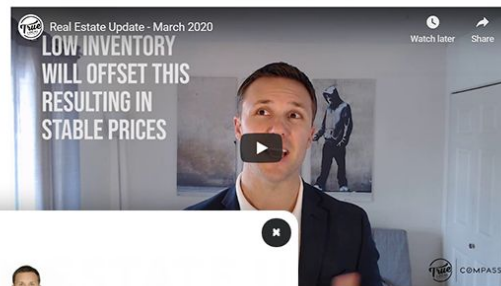
Buyers will want to be assured that you're taking measures to protect them from getting sick. And sellers will want to know what sort of measures you're taking when it comes to showing their properties and getting more traffic to them via digital channels (like video tours, Facebook ads, etc).

If you're posting updates somewhere, make those a focal point within your website.

Context is sooo important! Every page of your website is different and caters to different micro-audiences, which is why CTA's should always target the specific pages on which they're most likely to convert.

REAL ESTATE UPDATE – MARCH 2020

Market Update • March 29, 2020



Subscribe to our YouTube channel for the latest market updates during COVID-19

When subscribed, you will be notified every time we post new market updates for the San Diego area.

SUBSCRIBE



MESSAGE TO HOMEOWNERS

I don't think homeowners need to worry too much right now. I see the government definitely stepping in to extend the deadline of mortgage payments. We don't have too many subprime loans floating around nowadays either (they lead to the foreclosure crisis of 2007-8). Right now they're less than 5% of all mortgages. This means that most responsible homeowners will be able to work it out with their banks and hence, it's unlikely that a huge trend of fire sales will come into the market.

OPPORTUNITIES ON THE HORIZON

\$525,000

[X CLOSE](#)

TAKE A COVID SAFE TOUR OF THIS PROPERTY

FILL OUT YOUR DETAILS BELOW AND WE WILL CONTACT YOU WITH MORE INFORMATION

Your name *

Email address *

Phone number

What days of the week are best for you? *

MON

TUES

WEDS

THUR

FRI

SAT

SUN

What times are best for you? *

MORNING

AFTERNOON

EVENING

Feel free to leave me any additional comments...

SCHEDULE A VIEWING

Make your virtual tours within your listings a prominent feature

Make sure to feature these prominently within your listings. If your website provider hasn't already, ask them to modify your "schedule a showing" request to include COVID-19 verbiage.

1501 I

CITY
Kihei

SCHEDULE A COVID SAFE TOUR



Make sure that your CRM is integrated

This will vary agent to agent, but if you're using a CRM, make sure it's connected everywhere you are online. Zillow Leads, Facebook Leads, Website leads - they should all be populating directly into your CRM.



06

Invest in Virtual Open House Technology





32%

**of sellers
won't even
allow open
houses!**

ShowcaseIDX

Modified their online listing display to change "Schedule a Tour" to "Schedule a COVID-19 Safe Tour." They're also now asking users who schedule open house times, to re-confirm those times with the agent prior to the showing due to COVID-19.

[Save](#) [Ask](#) [Tour](#) [Hide](#) [Share](#)

\$499,990
3300 3rd Street
Oceanside, NY 11572

FOR SALE | SINGLE FAMILY HOME | PENDING

3 Beds	2 Baths	SqFt
Built in 1926	74 Days Online	N/A

Subdivision:
County: Nassau

[ASK A QUESTION](#)

[SCHEDULE A COVID-19 SAFE TOUR](#)

Due to the health concerns created by Coronavirus we are offering personal 1-1 online video walkthrough tours where possible.

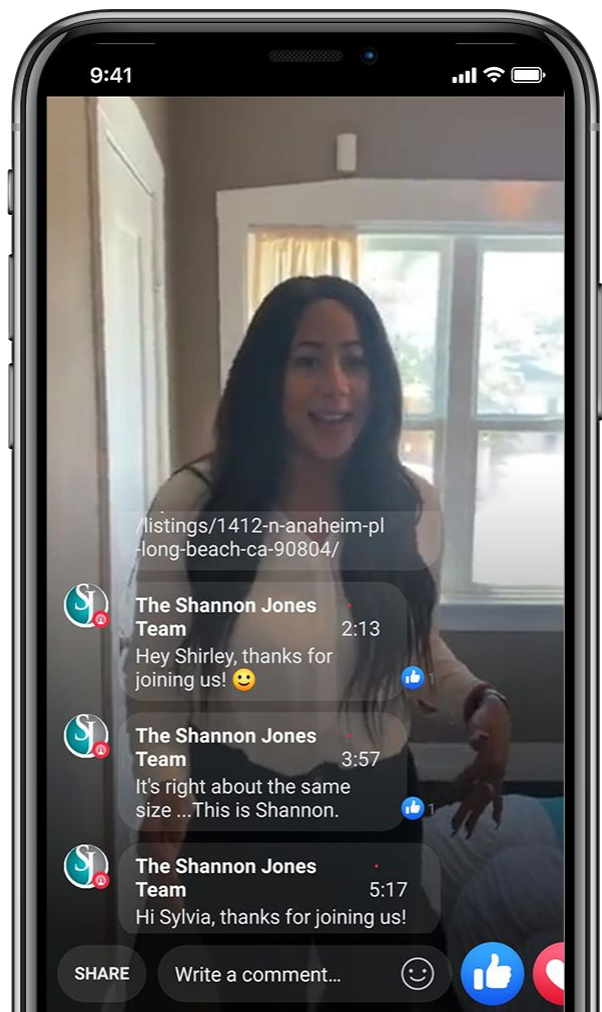
Is this the home for you? We can help make it yours.
(631) 983-4944



[Photos](#)



Remodeled, Bright & Ready! This 3 bedroom, 2 full bath. Boosting a new kitchen and two new baths with a modern light. Full finished basement with a fire place. This is a

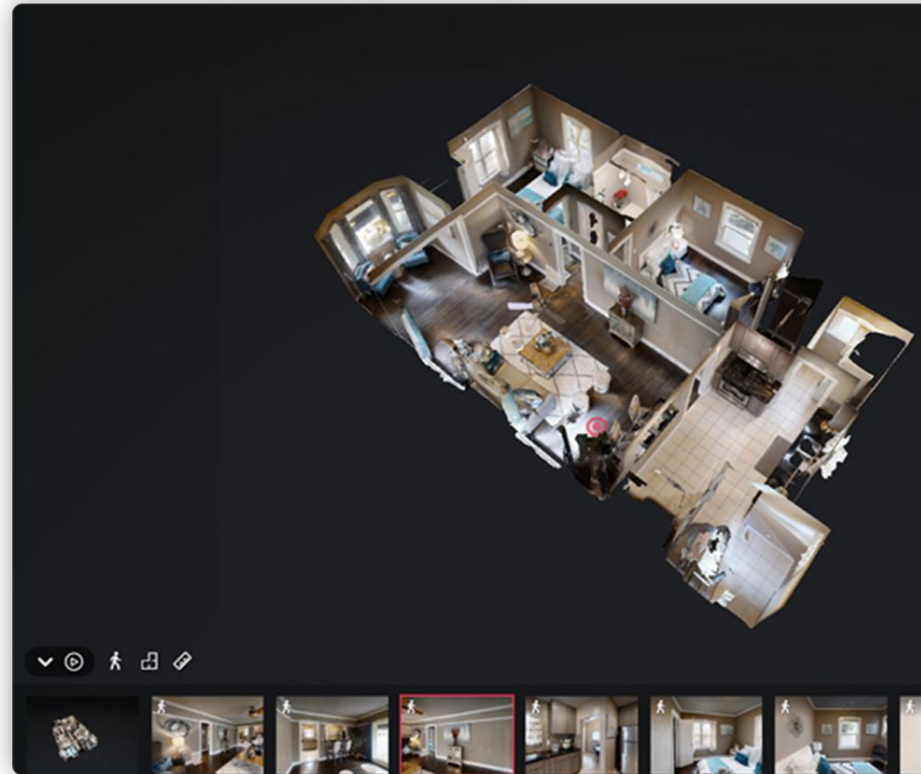


Our team held three 'virtual open houses' on Facebook live last week, promoting them via email to our database and other agents as well as on social media. Without any boosting, they had 94 views, 209 and 197 views -- more than the number of attendees we'd have been able to attract to a 'regular' open house. One of them went under contract yesterday.

SHANNON JONES | THE SHANNON JONES TEAM



Uses a 3d technology to create a fully interactive virtual open house experience, where users can click into individual spots within individual rooms, and then drag the cursor to look up, down, left & right, for a completely immersive experience.

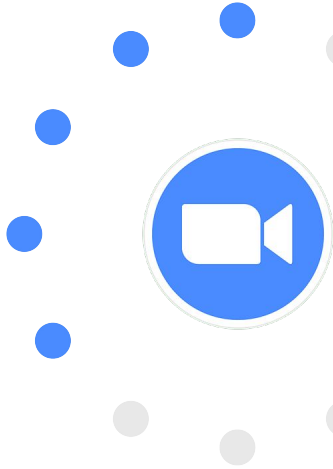


07

Invest in Virtual Meeting Software



Virtual Meeting Software



ZOOM



MEET



SKYPE

Tips To Get You Started

Be Flexible

Zoom is probably the best *overall* virtual meeting software, but for as easy as it is to get running, it's still going to be a big ask if you're working with a client who is completely technologically illiterate. Be willing to use Facetime or Google Hangouts if those options are more convenient for your clients.

Be Up To Date

Practice new, COVID-19 relevant scripts and presentations with your team.

Be Prepared

Prepare material beforehand for you and any attendees. Work on your pre-listing packets and buyer books to help people follow along during the virtual meeting.

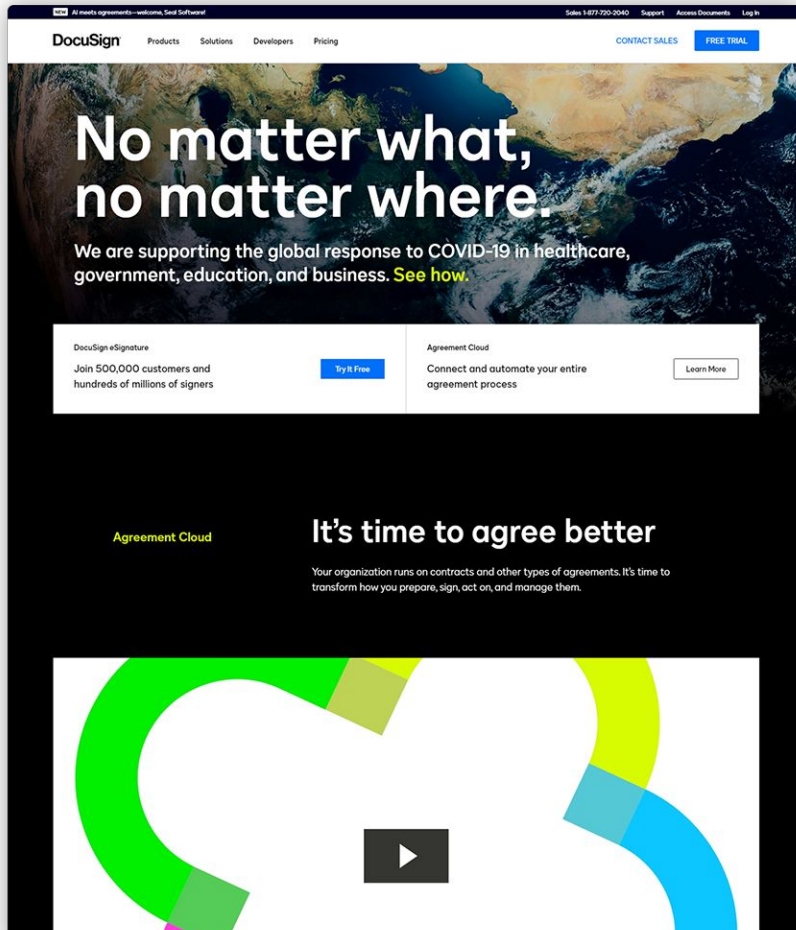
Go Next Level

Hold mini webinars for your clients on relevant topics like how to pay off bad debt, how to pick the right mortgage, which renos offer the best return on your investment, updates on the pandemic, and so on. Again, this is a chance to position yourself as the go-to expert.

A man in a dark suit and glasses is looking down at a document he is holding. He is in an office environment, with a desk, a laptop, and a bottle of orange juice visible in the background. The image is dimly lit and has a dark blue overlay.

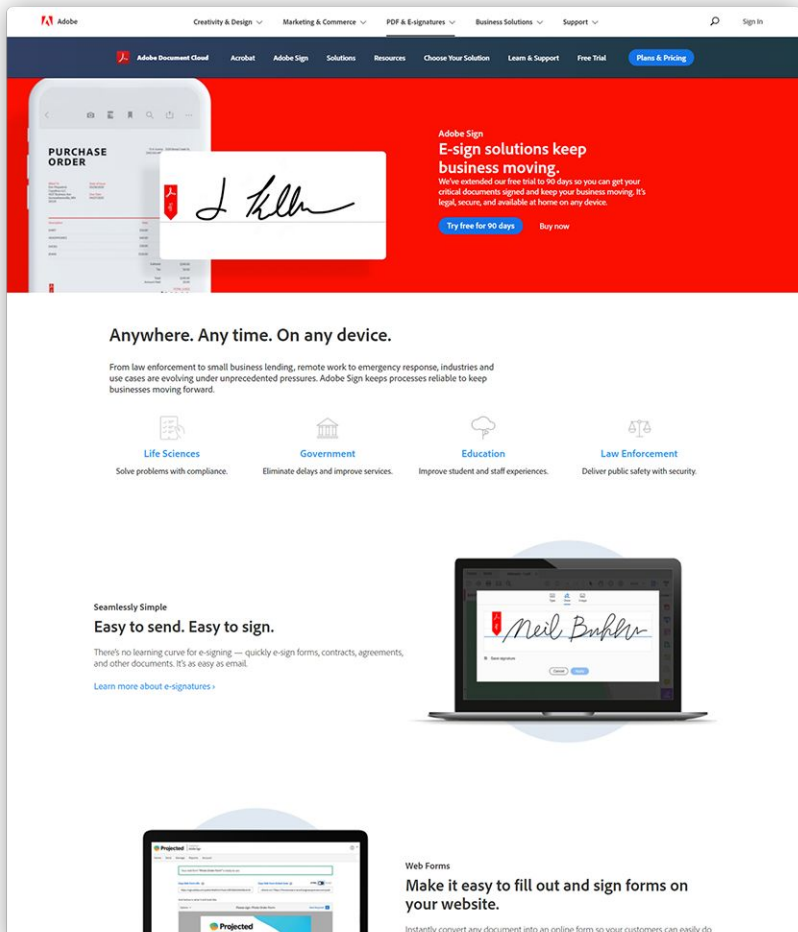
08

**Start Looking at Online
Document Signing Solutions**



DocuSign®





Adobe Sign

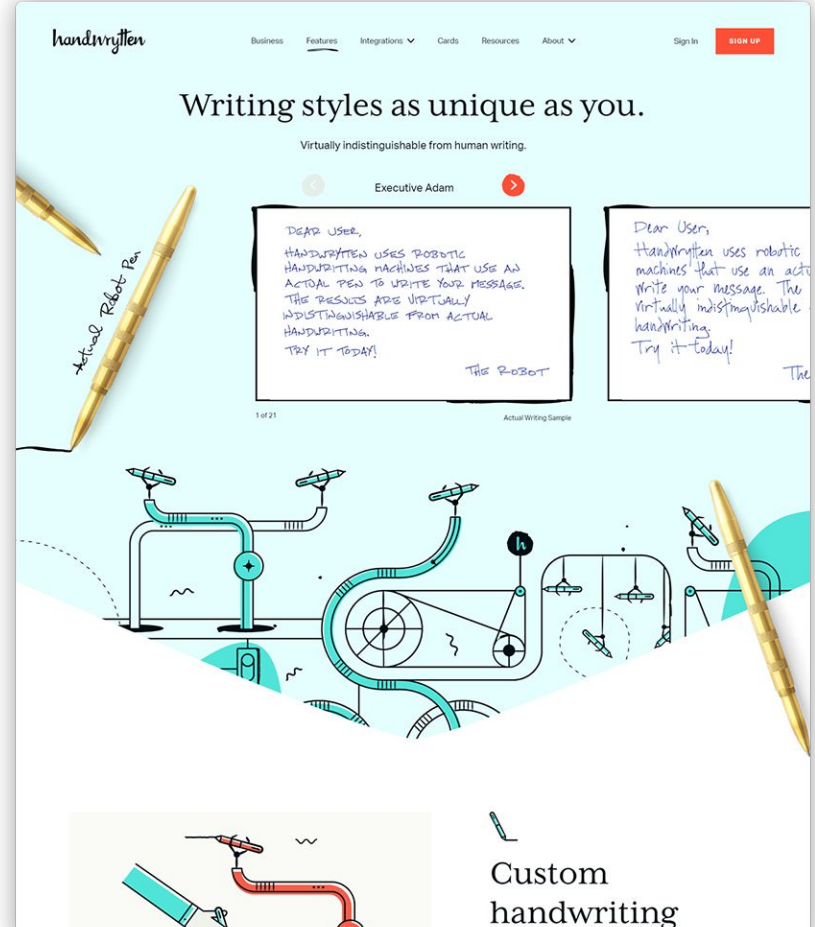
A dark, moody photograph of a hand opening a mailbox. The mailbox is silver with a red flag. The background is blurred, showing a building and some foliage. The overall tone is professional and focused on the theme of direct mail.

09

Plan And Implement A Direct Mail Campaign

Handwrytten

Companies like handwrytten will actually study an uploaded sample of your writing so that you can 'type' out handwritten notes and have them sent for as little for \$2.44 each!





Your mail campaign should include tips on how to stay safe and sane in isolation, a small care package (with hand sanitizers if you happen to still have any), what adjustments you've done so that you can continue real estate operations, or how to take advantage of the recent drop in interest rates by the Feds.

The background is a dark blue gradient. It features several faint, stylized lightbulbs, some of which contain question marks. A large, semi-transparent number '10' is positioned on the left side of the image.

10

Answer Questions On Real Estate Facebook Groups & Zillow

Facebook Groups

A quick search of [your area] will turn up loads of groups local to your area, and you can search [your area] + real estate to find additional groups that you can join and provide value within.

