

How can realtors continue selling houses during social distancing

In times like these, making it easy for your clients to communicate with you (and vice versa) is crucial. We put together this checklist to help you stay in communication with your clients during social distancing.

□ **Use texting to cancel/reschedule**

Make sure that your clients know that if they're feeling sick or aren't comfortable meeting in-person, they can cancel or reschedule. Texting is also a great way to send appointment reminders or viewing information.

□ **Use Webchat to connect with interested buyers/renters**

If someone's interested in buying houses at this time, chances are that they're reaching out to several different area real estate agents but having trouble getting in contact with anyone. Some agents might be working from home and not monitoring their usual office number. Try using Webchat to connect with interested clients. This is an easy way to capture the attention of interested clients who are visiting your website. (Tip: Through texting and Webchat, you can even send pictures to show clients a virtual tour of a home if they don't feel comfortable seeing it in person.)

□ **Use Facebook Messenger to connect with clients**

Of course, Webchat isn't the only communication channel that's available. Customers can reach out to you from Facebook Messenger as well. Make sure you have your notifications turned on and are ready to respond to them. When in-person communication is limited, being present on multiple platforms is key. Be available and respond quickly!

□ **Consider sending email updates to your clients**

Email is yet another way to keep your customers informed about any changes that you may have made in these times. Send a warm but crisp email letting them know how you are adapting to these uncertain times. Are you only showing properties to a few people at a time? Have you adapted to comply with social distancing recommendations? Let your clients know. These emails help to create transparency and also set the right expectations. Send emails to your clients and let them know what steps you're taking in order to make sure that they are safe and healthy.

□ **Update your listings**

Update your operating information across your business listings. Are you only showing homes on certain days of the week? Have you made any other operations changes? Make sure this is updated on your website, your Google My Business profile, your Facebook page, and anywhere else the information might be.