

# 30-DAY WORK FROM HOME CHALLENGE

GET UP! GET DRESSED! GET TO WORK...REMOTEY AND VIRTUALLY!

## *Getting it Done Checklist*

### **MUST HAVE TOOLS**

IDX Website

Client Relationship Management (CRM)

Automatic Home Valuation Report

Personalized Mobile Search APP

New Home Source Professional Website

Zoom Account (\$14.99/month)

Canva.com Account

Facebook Business Page

Instagram Account

Zillow Profile

Realtor.com Profile

LinkedIn Profile

YouTube Channel (If using video!)

BreakthroughBroker.com Free Account

Keeping Current Matters

BombBomb Video

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## ZOOM MASTERY

- All profile settings reviewed and setup
- Virtual Backgrounds uploaded
- All in meeting settings selected as desired
- Practice scheduling and running a meeting
- Download, edit and repurpose Zoom video

## KNOW THE MARKET

- I am updating the weekly stats
- I understand and explain the weekly stats
- I can draw and explain the Buyer vs. Seller Market Diagram
- I share the weekly stats via a video to my database and/or social media
- I have explored and know where to find local market stats  
(LVR Stats, MarketStats by Showing Time)

## VIRTUAL BUYERS

- Buyer Consultation Powerpoint Customized for Me and/or My Team
- Buyer Information Form
- Buyer Guide to Share
- Relocation Guide
- New Home Source Professional Site Setup - added to my website

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I know how to use New Home Source Professional agent search tool  
Monthly Newsletter to send to Buyer Leads

Buyer Lead Follow-up Campaign Complete in my CRM

## **VIRTUAL OPEN HOUSES**

### ***Virtual Open House Options***

100% Virtual via Zoom (or Zoom to Facebook Live)

On site at a vacant property or with seller permission AND using Facebook Live

By appointment /]1-1 showings within a time block for the Open House

Selecting an Open House Your Listing or one that has: Excellent photos (35-50); 3-D Tour; Single Property Website

### **Preparation Tips**

Know the property - are you able to walk virtual visitors through the property and describe the benefits, features, amenities, community

Get familiar with the comparable properties - Available Listings to Under Contract and Solds

Create a Powerpoint - Intro - Agenda for Day of Open House Zoom

### **Advertising & Promotion**

Create a Facebook Event

Create an Eventbrite page

Facebook Lead Form Ad

Record a video to use for advertising

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Promote to Neighborhood – get a list from title company or data source like Ivy  
<https://www.getivydata.com/>

- Mailers
- Calls and texts
- Email invitations

Send an invitation to your database and buyer prospects via your CRM

Add your virtual open house info on LVR, Zillow, etc. (with Zoom Registration Link if possible)

Ask the seller to share the invitation and registration info (Do they use Next Door?)

Send reminder texts and emails with Zoom info to join the meeting

## Conducting the Virtual Open House

Be prepared!

- Have all websites, your Powerpoint and any documents to share open and ready to go
- Arrive early
- Welcome guests

Introduce Yourself and Share the Powerpoint with Agenda / Process  
 Invite interaction and chat, questions

Do a virtual walk-through using the photos, 3-D Tour, Matterport Tour / Single Property Website

## Post Open House

Survey participants – use survey monkey or Google forms  
 Add to your CRM and follow-up with link to Single Property Websites or Your Listings Details Page from your website and links to the video, 3D tours

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Make follow-up phone calls

Add applicable leads to your buyer nurture campaign

## **VIRTUAL SELLERS**

Listing Presentation Powerpoint Customized

Marketing & Advertising Commitment

Videographers/Photography Companies Selected

Single Property Website for My Listings

Seller Consultation Form

Seller Guide to Share

Seller Lead Follow-up Campaign Complete in my CRM

## **VIRTUAL SEMINARS**

Seminar Topics selected and Powerpoints created for each

### **Promoting Your Event**

Schedule Your Zoom (Registration Link)

Landing Page for Registrations

Facebook Lead Form Ad

Facebook Ad with link to Eventbrite, Landing Page, Zoom Registration

Create a Facebook Event from your Business Page

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Create an Eventbrite page

Video Promotion on Social Media

Video email or newsletter to your database and prospect lists

Mailers/ Postcards

Promote to your networking and applicable Facebook Groups

Text and calls to invite

## **Conducting the Virtual Seminar**

Send reminder emails/texts

Practice / Test with Your Co-Host/Guest

Acknowledge your attendees - build rapport - ask questions

Provide instructions for the event (using Chat, asking questions, muting audio)

Q & A

## **Follow-up after the event**

Send a personal text or Direct Message

Make a follow-up phone call

Add to a CRM campaign