



Real Estate Action Plan

If you're feeling overwhelmed and unsure of what actions to take during this time, use this guide to get you started. Here's what we'll cover:

Keeping safe

- Protecting yourself
- Protecting your clients

Assessing and generating solutions

- Identifying short-term modifications
- Starting to think long term

Adapting and overcoming

- Converting to digital solutions
- Putting a plan into action

Staying in contact

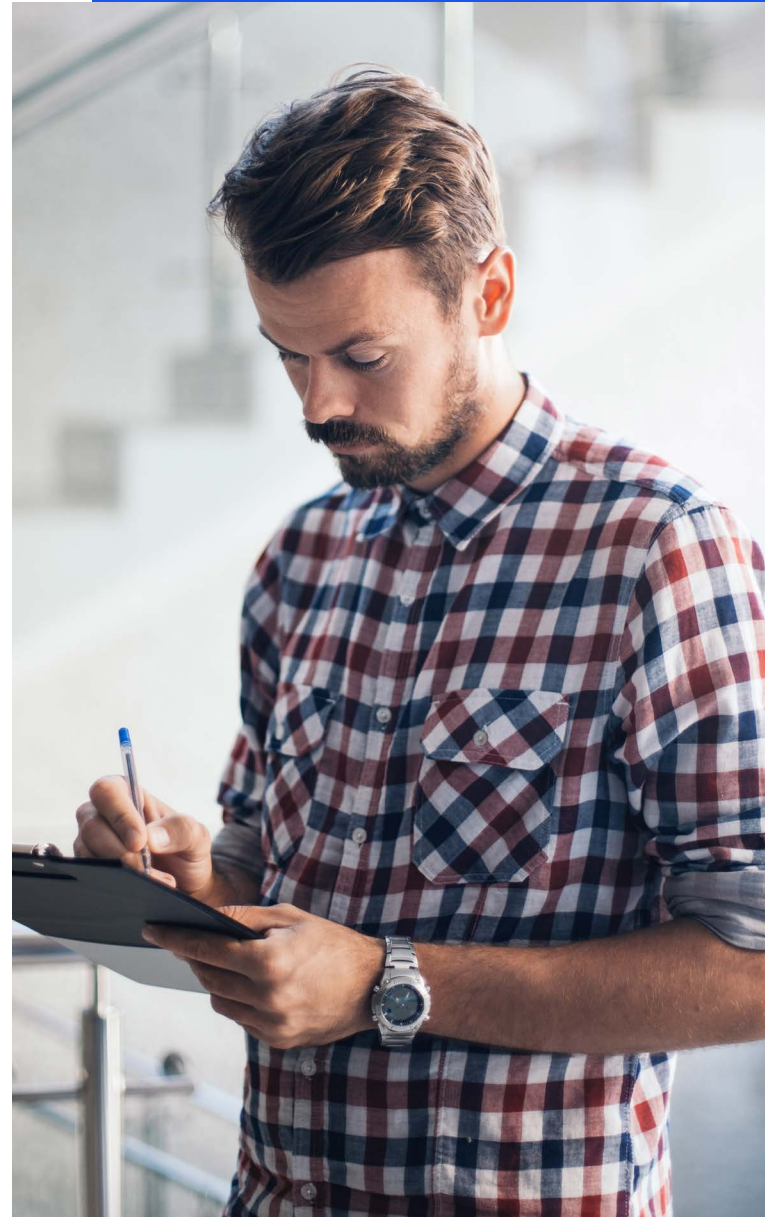
- Updating your communication channels
- Reaching out to clients

Marketing during this time

- Being sensitive and respectful
- Gauging the appropriate path

Planning for the future

- Thinking ahead
- Using what you've learned



The COVID-19 (coronavirus) pandemic is changing the way we all do business. There is much we still don't know about how this situation will play out.

From the halting of open houses to people being wary of getting loans in light of economic instability, even properties that do go under contract are being delayed due to dependencies on services from other industries who are also struggling.

As this unprecedented crisis continues to evolve, many real estate professionals are wondering how to minimize losses, and what steps they can take to protect their businesses.

Small business owners and entrepreneurs are some of the most resourceful and resilient people we know. And now's the time to lean into that resourcefulness, make a plan, and get to work. If you're feeling overwhelmed and unsure of what actions to take, this guide will serve as a good starting point.

Let's take a look at some ways that you can take stock of the situation, generate solutions, and take action to protect your real estate business.

As you know, things are developing rapidly. Remain flexible to make changes on the fly.

Remember, you've got us and can get [Constant Contact Help and Support](#) when you need it.



Safety First

Your first priority is to make sure that your family, staff, and especially yourself, are safe and safeguarded, to the best of your ability.

Next, make sure that you're doing everything you can to safeguard your clients.

Implement [CDC-recommended precautions](#) in your business as soon as possible. Among the most important recommendations are:

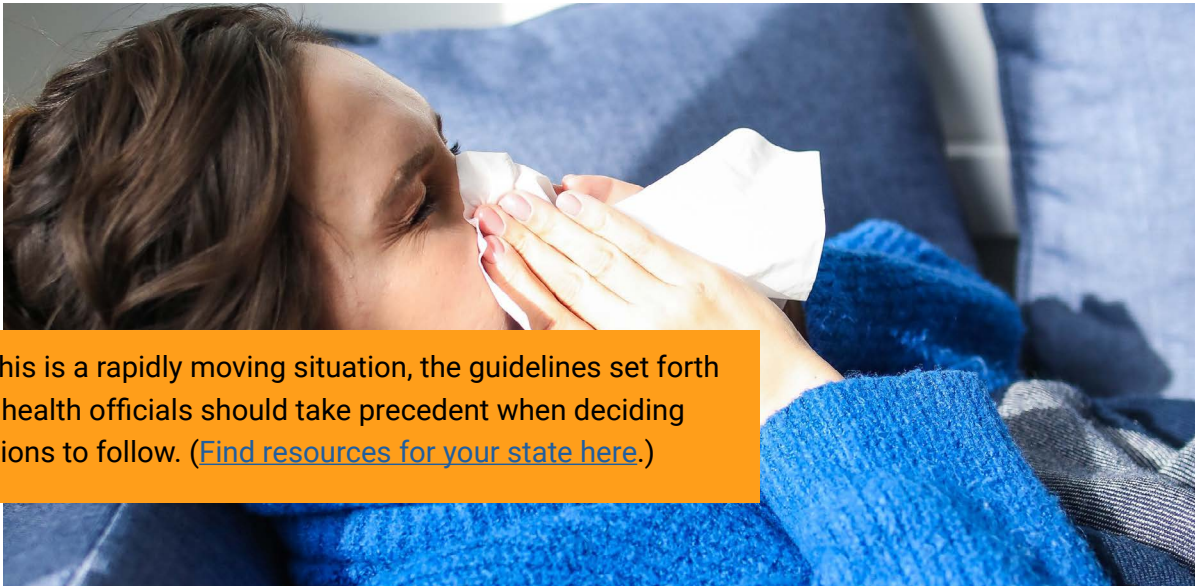


- Actively encourage employees, especially those who are sick, to stay home.
- Implement systems that allow them to work from home if possible.
- Emphasize the importance of cough and sneeze etiquette as well as hand hygiene within your business.
- Perform routine, thorough environmental cleaning.

You can also review safety tips specific to the real estate industry at the official [National Association of Realtors website](#).

Once you've done what you can for everyone's health and safety, it's time to figure out how this situation may affect your business.

It's likely you're already feeling the impact. In any emergency, large or small, you'll often have to assess and reassess to generate solutions because things are always changing.



Note: Since this is a rapidly moving situation, the guidelines set forth by your local health officials should take precedent when deciding what precautions to follow. ([Find resources for your state here.](#))

Assess and generate solutions

Since there are a lot of unknowns, it's important to think about various possibilities and what you can do to adapt to them. The problems you face will vary depending on the nature of your real estate business, and so your solutions will vary too. In general, some of the things we hear real estate professionals struggling with during this crisis are a decrease in buyer demand, requests from sellers to take their homes off the market for now, and an inability to conduct showings.

These issues are already changing the way real estate business is done for now, but it's likely that these changes could influence the industry in the future. It's important to look at these problems directly and to make a plan based on what you're able to do now, as well as what you might be able to do later on. Below are some examples of things you should consider.

You may want to write things down as you think through these questions and your answers. It'll help you formulate your action plan.

Will you continue posting new properties as they are ready to list?

- Depending on trends you're seeing in your local market, you might want to consider waiting to post a "fresh" listing until after demand has picked back up and properties can be shown safely.

What will you do with your current listings?

- Will you leave your listings on the market or do your clients want to pause and wait to sell until after this situation has passed? Either way, you'll want to consider pausing all paid marketing efforts on some listings until those properties are ready to be sold.

What will you tell buyers?

- How are you advising potential buyers? Are you telling them to pause their search or will you continue researching properties for them so they are ready to consider them when this situation has passed?

What are you doing about your lead-generation efforts?

- Consider pausing any general lead-generation campaigns you have running until new leads are more actionable.

What if you get sick?

- If possible, designate someone else to be in charge of your daily operations.

How will you respond to inquiries from potential clients during this time?

- Consider formulating a response ahead of time that you can copy and paste into an email that lays out what you currently know about the real estate situation in your local market, and how it affects the buying and selling processes.

What can you do to help support your clients?

- Think about reaching out to them proactively with your assessment of the local market during this situation, your recommendation on how to proceed (even if it's just to hang tight until more is known about this crisis), and any other must-know advice your clients could use.

And at some point you may have to ask the bigger questions:

What if you have to temporarily pause normal operations?

- What will that look like? How will you communicate it with your clients and your community?

Is the “temporary” plan you put into place sustainable? If so, for how long?

- If not, are there things you can do to adjust your plan so it will be sustainable?

What if this lasts several weeks or months?

- How this would affect your family, as well as your staff, clients and their families – can you help them in some way?

Are there any other resources available to you?

We’ve compiled a list of resources for you.

[Resources for Small Businesses Impacted by COVID-19 \(Coronavirus\)](#)



Adapt and overcome

Your “business as usual” may no longer exist. You’ll need to adapt to get through these trying times. Some things to consider:



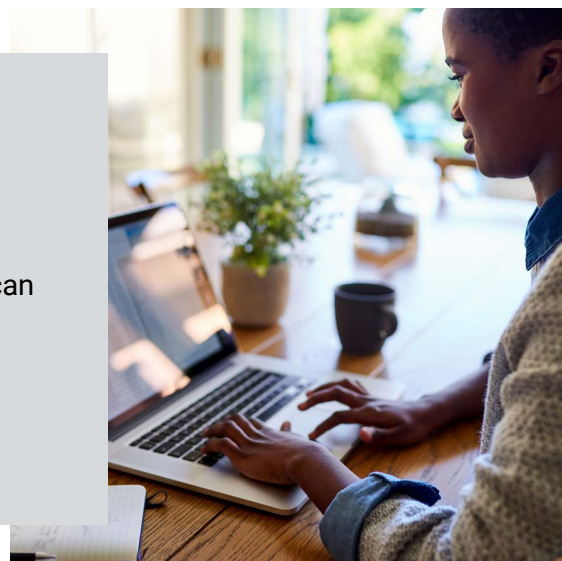
Working from home

If you can, set up work from home options for yourself and your employees, if you have any.

Set up a workstation that can stay in place for as long as you need it. Create a space where everyone in the family knows that if you’re in it, you’re working. This can help you to stay focused when you’re working, and set up boundaries between working and hanging out at home.

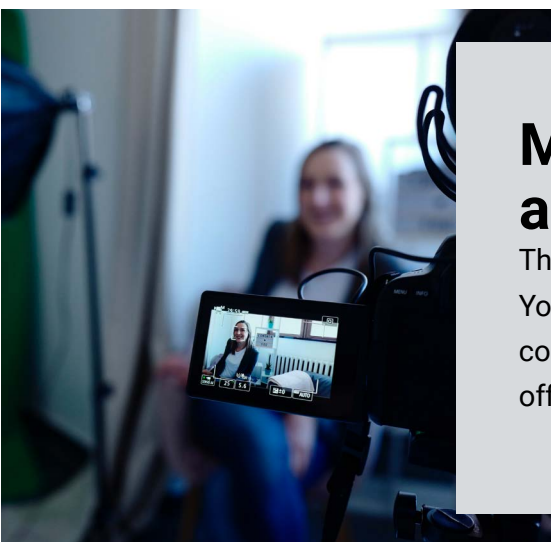
Building your brand online

Your Constant Contact account comes with tools that make it easy to start building your brand online. You can create a logo, a full website where you can share updates and information about listings and the services you provide, and manage your social media.



Moving in-person events and classes online

There are plenty of ways for you to connect with clients via phone or video call. You can also find platforms that allow you to hold virtual events. You may even consider a YouTube channel, video conferencing, or livestreaming. Consider offering a webinar in home buying or selling.



Stay in contact

When you're constantly having to make changes to adapt to an ever-changing situation, it's imperative that you let your clients know what you're doing and when.

Keep them aware of any changes to day-to-day operations.

Be sure to include details your clients should know about, like your availability, the options available to your clients, and any precautions you're taking regarding the virus.

Consider the following tips to communicate the above information with your clients:



- Update your website.**
- Email your customers.**
- Post to social channels and pin those posts to the top of your feed if possible.**
- Update your details on your Google My Business profile and any other sites where you have a listing.**
- If you have a physical location, think about hanging signage in your windows and around the store.**

It's also a good idea to review any communications you already had scheduled for their appropriateness and relevance based on the current state of affairs.

Remember, your Constant Contact account comes with tools to create a website, send email (including templates for you to communicate with your contacts about COVID-19 including tips on what to say), post to social media, and more. Need help? See our other resources for [Constant Contact Help and Support](#).





Marketing during this time

Letting people know about the changes you've made is a great place to start. Use the channels mentioned above to communicate on a consistent basis. Of course, consider your unique situation and local market to gauge the most appropriate path forward.

With the slowdown of the real estate market, you may now have time to continue connecting with contacts, build up a pool of valuable content that positions you as an expert, and build/refine your personal brand online so you are top of mind and the clear choice when your market is ready.

Always be sensitive to the current situation and respectful of your audience and the situation they are also going through.



Plan for the future

Eventually, you'll need to transition back to business as usual. It's important to plan ahead. So, start making plans for what comes after the emergency.

Review the changes you've made and what you've learned, then think about how you can use that information to move forward.

What can stay?

Look for things worth making a permanent part of your business.



- Did you try an online effort like a webinar that got more attention than you anticipated?
- Did you make headway building your personal brand?
- Were people interested in the content and messages you produced about your local real estate market during this time?

If so, don't stop just because the emergency is over. Keep them going and see if they're a good addition to your business long term.

What comes next?



- Do you need to reach out to your partners and leads?
- If you've paused operations, what will it take to start back up?
- How will you recall your staff? Will it be in stages or all at once?

These are trying times with many unknowns. By doing your best to stay safe, review your options, and make a plan you'll better position yourself to come out on the other side.



Remember, you are not alone

Our marketing advisors are here to help.

- Connect with other small businesses in the [Community](#)
- See our other resources for [Constant Contact Help and Support](#)
- Read The Download, our [ultimate online marketing guide for real estate professionals](#).

You've got this. You've got us.

