

BEST PRACTICES

Working Your Business



Use **Facebook live** to ask your friends and family how they are doing and actually mean it



Do weekly **virtual coaching** with your Branch Manager to help you plan for the remainder of the year!

Clean up (or actually put together) your **database!** Make sure you have phone numbers, email addresses and important dates like birthdays to put into your CRM. This gives you an excuse to reach out to them!



Use **Facebook Live** to host a FAQ session to open a dialogue between you and your sphere. **NOTE:** All questions don't have to be Real Estate related!



Comment on 5 Facebook friend's posts every day. Make sure the comment starts a conversation!

Make 5 calls or send 5 texts to your sphere of influence daily. Don't make this a sales call!



Create a social ad on Facebook of any current listings you have and geo-fence the neighbors to get extra eyes on your listing.

Focus on your Hot list (buying/selling < 3 months) and Warm list (buying/selling 3-9 months)

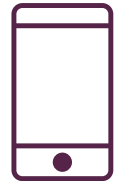


If you're sharing things on social media, keep it **positive and conversational**. Remember that video is king when it comes to social media!

Aim to write five hand-written notes per week to your sphere of influence. Your message can be as simple as, "I just want you to know I'm here!"

Put together a **pop-by** for your sphere. If you know they have young kids, bring over frozen push-pops and craft activities to keep them busy!

Pull up your list of past customers and **reach out to them as a neighbor or friend** to see if there's anything they need from you at this time. Tell them your business continues on and ask how their business is doing.



Use **Facebook Live** to do a virtual open house

Farm a neighborhood using postcards or letters letting them know you are here for them when they are ready!



Make 50 calls to your farming neighborhood weekly. You can use Remine if you're a part of Stellar MLS to pull this info!

Tour two newly listed homes each week. Use this as a way to do a virtual tour for your audience on social media!

Send "Happy Birthday" texts to your clients for the month. Record a video of you singing for a special touch!



WEGOTYOU

This guidance is provided as a courtesy reminder, and is not intended to replace instructions you receive from a healthcare professional or government official.

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