

GOING VIRTUAL: A REALTOR®'s GUIDE

Real estate is an essential business in Texas, but business should be conducted virtually as much as possible to protect your and your clients' health. Here are our top tips for taking your business online and keeping your business thriving during these unprecedented times.



BE SENSITIVE

Audit your website and marketing materials to ensure your messaging is sensitive to our current situation and does not reflect personal opinion. Pause automated emails and superfluous social media posts and ads. Touch base with your clients to see how you can be of value to them.

DIGITIZE SHOWINGS

Listings with clear photos and videos have a greater chance of being sold. Invest in high-quality photography and set up virtual tours. If you wish to hold a virtual open house on an unoccupied property, hold a Facebook Live event and answer any questions potential buyers may have.

GET SOCIAL

Exercise your personal brand on social media. Consider hosting a Facebook or IGTV video series to relay helpful tips and insights from your brokerage and your network. Share favorite books, apps, and organizations doing good that can help others navigate this difficult time.

Ready to go virtual? Check out our [Video Conferencing Best Practices Guide](#) and other helpful tools, at [ABoR.com/WorkSafe](https://www.abor.com/WorkSafe).

MEET ONLINE

Swap your phone calls for video conferences. See what works best for you and test out FaceTime, WebEx, Zoom, or Google hangouts. Remember to look and act professionally, just as you would during an in-person transaction.

EARN FREE CE

Get a jump on your peers with FREE live, online education with ABoR On Air. You can renew your license, get your SAE, earn your GRI designation, and more! This is a good time to complete NAR's C2EX certification, too!

DITCH THE BINDER

Modernize your listing presentation. Update everything you would have shown your clients in person, from your unique value proposition to your testimonials, and add them to your website.