

# 19 Top Tips



## Coronavirus, we've got you covered. 19 top tips to help agents operate through Covid-19

A lot of agents have been coming to us asking how others in the industry are planning to operate throughout the Coronavirus pandemic, so with our position in the industry, we've collated our 19 favourite tips for you to carry on during Covid-19.

### Tip 1

Whatever you're doing, your communication is key. Make sure your vendors and landlords know your processes and how you're planning to operate throughout the outbreak, but also, ensure that none of your communication comes across as too salesy or opportunistic. As long as it's apparent you're trying to do everything you can to help people, they will be patient and considerate.

### Tip 2

Most people are already asking if prospective viewers have been away in the last two weeks but you should still avoid contact on viewings or valuations to keep your clients and employees safe. Try offering a free "anti-corona" gift pack filled with medical gloves, anti-bac gel and a face mask – you can also include a company brochure or extensive valuation report in the pack for prospective vendors.

### Tip 3

Agents have already reported a drop in viewings, but don't let this get you down. Call all of your enquiries and send an email out announcing that you will offer "Facetime viewings" where your negotiator can take them around the property via video chat and still give them the personal service of a face-to-face viewing. You may also want to consider investing in a few work mobile phones for negotiators so they don't have to give out their personal number for viewings.

### Tip 4

A lot of people have started panic buying and are avoiding going out, so make the most of this by offering video tours and virtual tours with all of your property listings. Not only will this settle the minds of your vendors about listing with you, but it'll give nervous viewers another view of the property without having to come and see it.

### Tip 5

Most smartphones can now allow 360 image mapping, so be sure to utilise this on your listings to give viewers yet another way of seeing the property without having to come round.

### Tip 6

Some agents will be considering pulling spend from their marketing efforts, but the best agents will know that now is the time to invest in marketing, particularly online marketing. If you've followed our previous tips, you will notice a common theme that applicants and vendors are going to be less likely to want face-to-face viewings, so make sure you hit them online with Facebook ads and Google ads to ensure your team have a steady stream of leads to follow up with.

### Tip 7

An online valuation tool has never been more important. Being able to offer an online valuation to vendors and landlords is pivotal in this climate but you cannot rely on this alone. Be sure to offer guidance and support to your prospective clients and let them know all the ways you're going to get them viewings for their properties in light of Coronavirus. Many vendors and landlords will be considering holding off listing, so it's your job to put processes in place that don't deter them from this.

## Tip 8

If you've been following our tips, additional photo mapping, video and virtual tours are great, but you need to ensure these are being picked up by the right people. As well as adding them to your listings on the portals and on social media, we recommend putting more money into your Facebook ad campaigns to boost your available properties in a variety of different ways.

## Tip 9

A weekly blog or video update on the Coronavirus, the property market, and your agency's stance on how to tackle the issues caused by this will highlight you as the go-to agent in your area and build trust with your current clients.

## Tip 10

Both landlords and tenants in situ are going to want to have stability, so why not contact your landlords and tenants to see if they would like to do a 3 or 6 month extension of their tenancy agreement?

## Tip 11

As much as all the video tours and additional photo mapping will help, most will still want to actually come and see the property if they're seriously interested. Having flexibility is going to be key in the coming months, so you should start thinking about putting in place the ability to offer early morning and late evening viewings when public transport will be quieter.

## Tip 12

As we prepare for worst case scenarios surrounding Coronavirus, email marketing will make its way to the top of your "must haves" list. If you don't have the budget to invest in an email sending platform, Mailchimp is free for up to 2,000 contacts and has one of the best drag and drop builders available, so you won't have to fork out for email design and build. Use it to send out your and improved property listings and advise vendors and landlords of the best course of action in the current situation to drive more online valuation leads.

## Tip 13

People talk – and if you're going out of your way to make life easier for viewers, vendors and landlords alike during a time of crisis, you want them spreading the word about all the great things you're doing, so don't be afraid to ask for reviews, testimonials and referrals. Some agencies offer referral incentives but if you've done a good job, all you need to do is ask and most people will say yes!

## Tip 14

If you're expecting your office to be slightly emptier than usual, consider a call answering service such as Moneypenny, or have the office phone set-up to divert calls to people's mobile phones.

## Tip 15

To show you're on top of it and to outline your process clearly from the get-go, we recommend updating all your property listings with your Coronavirus policy.

## Tip 16

As more people will be at home, we expect to see a rise in portal traffic as buyers and tenants will start to search for their next home online. Now is a great time to maximise the conversion of these buyers and tenants with our lead qualifying tool, PortalPal. Filter and vet those with the highest propensity to buy or rent easily with our auto-responder and create multiple revenue opportunities for each lead. Mortgage rates for example are low at the moment, so suggesting your provider at this early stage will boost your revenue through referral fees.

## Tip 17

We're all in this together, so use this pandemic to go back to your roots and do everything you can to support your community, whether that's offering to pick up shopping for people in need or be a friendly voice on the end of the phone for someone who is self-isolating. Offer a personal call to all of your landlords to make sure they're all okay, particularly older landlords and tenants who may not have any family. Your gesture will go a long way in a time like this and you'll be remembered for your kindness during crisis.

## Tip 18

Socialise on social media during a time of social distancing. Social media will finally be able to be used for what it was made for, connecting people! Make sure your social channels are filled with everything you're doing to help and carry on during the Coronavirus outbreak and make sure whoever manages your social media knows your internal processes and anything extra you're offering your community.

## Tip 19

Supply resources for your local community to use such as a sign for them to put on their door if they are self-isolating so postmen etc. know to leave deliveries on the doorstep. If you can, supplying hand sanitiser, gloves and masks or even toilet paper would also go a long way as they are in short supply.