

# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!



"The Difference Between  
**ORDINARY** &  
***Extraordinary*** during the  
COVID-19 Crisis and BEYOND!"

**ROBERT MORRIS, B.S, A.A.S., BROKER**

INTERNATIONAL SPEAKER, CERTIFIED TRAINER, CONSULTANT & COACH

ABR, ABRM, CRB, CRS, GRI, LTG, PMN, SRS, SRES, AHWD, BPOR, C-RETS, E-PRO, MRP, PSA, RENE, SFR, C2EX, ITI

[TEAMROBERTMORRIS@GMAIL.COM](mailto:TEAMROBERTMORRIS@GMAIL.COM)/ (615) 390-3785

**We are in very challenging times and the mists of creating a "new" normal today.**

- ▶ In order to adjust and acclimate ourselves to the **adjustment**, a new way of life, we must:
  - ▶ Adapt a new way of doing business (practices) and in our personal lives too.
  - ▶ Embrace tips designed with this "**new**" normal in mind.
  - ▶ Develop and design business practices that will survive this crisis and carry you into the future in your real estate careers.



# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!

**“Plan Your Work; Work Your Plan.” – Set your goals correctly. Be (SMART)**

▶ **1<sup>st</sup> step in Effective Time Management is good sound goal setting!**

- ▶ **S**pecific – Who, what, when, where, and why.
- ▶ **M**easurable – How much, how many, how will I know it's been accomplished? What doesn't get measured, isn't improved?
- ▶ **A**ttainable – Do I have the attitude, knowledge, skills, and finances necessary to achieve this goal?
- ▶ **R**ealistic – A goal which you are both willing and able to accomplish and will stretch you out of your comfort zone.
- ▶ **T**ime constrained – Specify a realistic date for completion.



**Be clear in your communications.**



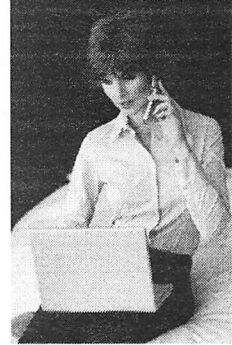
- ▶ **Check for comprehension** with customers and clients
- ▶ **Be sure to ask** and then communicate on the level they choose best for them
- ▶ You might **create a different policy** for communicating the **important stuff**.

# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!

## Follow-Up early, often & Stay in Touch!

### (F.O.R.D.)

- ▶ **F** – (Friends & Family)
- ▶ **O** – (Occupation or Job)
- ▶ **R** – (Recreation or Fun)
- ▶ **D** – (Dreams & Goals)



“People want to know how much you care before they want to know how much you know.”

## Get Involved! Give Back!!!

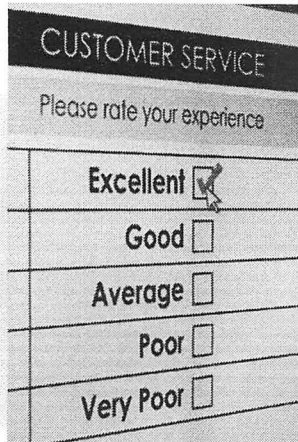


- ▶ **Real Estate is a contact sport.**
- ▶ Choose a community project or group to volunteer and serve (**virtual or online**)
- ▶ You must see the people, reach the people, be on the minds of the people.

“The speed of the leader determines the speed of the pack.”

# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!

## Perform Exit Interviews with all your clients



CUSTOMER SERVICE

Please rate your experience

Excellent	<input checked="" type="checkbox"/>
Good	<input type="checkbox"/>
Average	<input type="checkbox"/>
Poor	<input type="checkbox"/>
Very Poor	<input type="checkbox"/>

- ▶ Limit to (3) three questions
  - ▶ What did you like most about our transaction together?
  - ▶ What would you have liked to have seen done differently?
  - ▶ Given the opportunity to correct any items you cited, would you feel comfortable referring me to your friends and family?
- ▶ **Once you have information, analyze it and ACT upon it!**

## Create your Real Estate Resume, Bio and introduction video

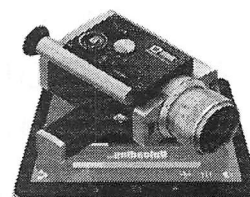


- ▶ Help customers and clients know:
  - ▶ Who you are
  - ▶ What are your qualifications
  - ▶ How you work
  - ▶ What they can expect
- ▶ YouTube, Instagram, Facebook Live

# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!

## Increase your knowledge and use of video to reach customers

- ▶ Virtual Home Showings
- ▶ What to expect (home inspections, final walk-thru, closings, buyer consultations, listing presentations etc.)
- ▶ **Zoom, WebEx, Facebook Live**



## Always attempt to hold a Buyer Consultation

- ▶ How can you help them and when
- ▶ Sets a professional tone to the relationship
- ▶ Your safety is important too!
  - ▶ ask for copy of driver's license or proper id
  - ▶ make it a policy for your business



# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!

## Develop and maintain your personal website (web presence)

- ▶ Have good relevant content w/ links
- ▶ Property Searches with pictures
- ▶ Maps of areas of interest
- ▶ Community happenings
- ▶ Relocation information & electronic brochures
- ▶ How to reach you.



## Manage Your Time; control your life!

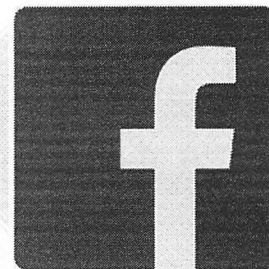
- ▶ Pareto Principle – 80% - 20% rule
- ▶ Mackenzie – 1 minute of planning saves 5 minutes of execution
- ▶ Remember to include time for yourself and your family.



# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!

## Create and maintain a real estate presence on all of your Social Media platforms

- ▶ To show your knowledge & expertise in real estate
- ▶ To maintain contact & top of mind awareness with SOI
- ▶ To share current & relevant information to your groups
- ▶ Facebook, Twitter, Instagram, etc.



## Know your numbers!

- ▶ Where did most of your business come from last year?
- ▶ What is your average days on market?
- ▶ What is your list to sales price ratio?
- ▶ **You must know your numbers in order to know you business and to evaluate how your are doing! (To hit Your target)**



**All good businesses know where their business comes from!**



# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!

## Let people know that you need them.

- ▶ They may assume that you are doing just fine and don't need any more business.
- ▶ **Ask for the referral**
- ▶ And teach people how to gather the referral info and send to you.



## Commit to be your very best!

- ▶ Earning professional designations and certifications show your commitment to excellence in your chosen field ... real estate.
- ▶ Education and training have shown to reduce liability, improve skills and knowledge and increase income.
- ▶ Explain to your customers and clients what your alphabet soup is and the benefit to them.
- ▶ Remember to be good... **Practice! Practice! Practice!**
- ▶ **NAR is offering 3 courses totally free right now. (Right Tools Right Now!)**

“Education builds knowledge; Training develops a skill!”

# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!

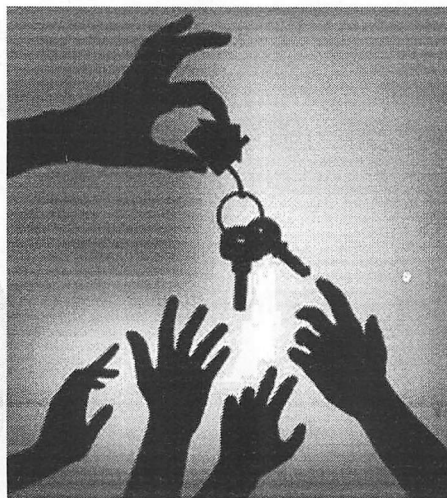
## Remember to change your mobile phone (voice mail) message when appropriate



- ▶ **Communication is key!**
- ▶ Let your customers & clients know when you will be available
- ▶ When you will return their call
- ▶ And where they can get additional information.

## • Under promise and over deliver.

- **amaze**
- **amuse**
- **surprise**
- **delight**



# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!

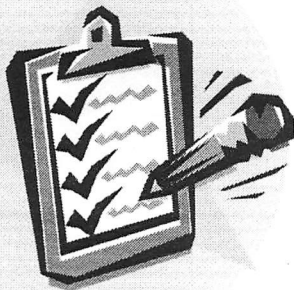
**Always strive to set a higher standard and be ethically sound in your real estate practice.**

- People not only listen to what you say; they also watch what you do.
- Always be a consummate professional and your business will thrive.
- Remember... word of mouth is powerful and (referrals) are wonderful for your business.



**“If it feels wrong... just don't do it!”**

It's not always easy to switch from life mode to work mode when you're at home. With a little emoji help, here are 10 tips to stay productive.



*Tips* **for the times**

WORK FROM HOME EDITION

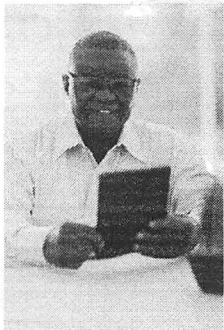
# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!




*Tips* **for the times**  
WORK FROM HOME EDITION



-  **Start your day strong.** Follow your morning routine, grab a coffee and get ready.
-  **Set your hours.** Make a work schedule and stick to it. Disconnect at the end of the day.
-  **Create a dedicated space.** Find a spot to focus, preferably not the couch.
-  **Don't just communicate, overcommunicate!** Have daily check-ins with your team.




*Tips* **for the times**  
WORK FROM HOME EDITION



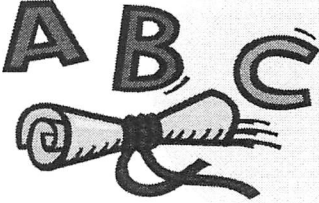
-  **Embrace technology.** Use IM, email, text and video calls to stay in contact.
-  **Turn on your camera.** On video calls, you'll connect better with people if they see you.
-  **Stay sharp.** Take breaks during the day. Go for a walk, do yoga or just read a book.

# The Difference Between Ordinary & Extraordinary during the Covid-19 Crisis and Beyond!

*Tips* **for the times**  
WORK FROM HOME EDITION

-  **Take lunch.** Set aside 30 minutes to close your laptop, grab a bite and recharge.
-  **Find your groove.** The right workday soundtrack will help kick-start your creativity.
-  **Work better.** Set up your workspace so that it's functional and ergonomic.

Feel free to share these tips with your friends and teammates.



**"The difference between Ordinary and Extraordinary is... that little bit extra!"**

**thank you all for attending  
our session today!  
RoMo**

