

The Perfect Real Estate Assistant

Session 1 Agent Session – Communication

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THE PERFECT REAL ESTATE ASSISTANT COURSE

What to Expect.....and Inspect What you Expect

1. The Big Picture
2. Clear communication, expectations, and systems
3. Clear and precise job description and expectations
4. Customer Experience conversations
5. Assisting with lead generation
6. The power of a Databank
7. The value of a client \$_____ (average commission X10)
8. Goal setting
9. Empowering the Assistant as CEO of the file
10. RESPECT- Everyone has a contribution and is important

Session #1: Overview/Communication

Objectives for Today's Session

1. Review why communication is important.
2. Review personality styles.
3. Reports
4. The Policy and Procedures Manual

Guidelines for this course:

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:
2. Only paid participants may listen and contribute.
3. To ask a question or make a comment, you may type your questions into the "Chat" Box.
4. If you would like to speak on the call, please wait until the end of the session. The coaches will call on you when they are ready for comments.
5. Complete all assignments prior to call.
6. Be PREPARED!

Notice

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About Monica Reynolds

Monica Reynolds has garnered national recognition as a real estate seminar and convention speaker, trainer, and author. She is regarded in the industry as the leader of innovative real estate systems and effective team building strategies that sustain successful real estate careers. Monica has dedicated her career to teaching and coaching agents and assistants in the real estate industry. She has coached more real estate professionals than anyone else in the country.

Monica began her real estate career over 40 years ago and was the top agent in North Dakota for many years before relocating to Southern California in 1989 where she and her partner averaged over 200 home sales per year. She pioneered the hiring of administrative assistants and building professional team structures along with replicable and scalable systems so that real estate agents could take their business to the next level of production.

Monica is the author of two books, *Multiply Your Success Through the Use of Assistants* and *The Professional Real Estate Assistant*, as well as numerous training programs and materials. The books were written in 1994 and show Monica as a pioneer in building teams. She designed the real estate application for Arch Telecom, a leader in Interactive Voice Response (IVR) technology and was the innovator and designer of the 800InfoHomeLine program for the Mike Ferry organization.

In addition to her successful real estate career, Monica focused on creating and providing training to agents and assistants and was a top senior coach for a leading real estate training company for 20 years. She has logged more than 90,000 one-on-one coaching sessions and provided training to thousands working in real estate.

Between 2010 and 2017, Monica was the Listing Specialist and General Manager of a high-volume real estate group in San Diego, California. She averaged taking over 175 listings per year. Since 2010, Monica has been the exclusive trainer of real estate assistants for the international franchise Keller Williams Realty, and trains thousands of assistants each year. In 2012, Monica became the exclusive real estate trainer for best-selling author Dave Ramsey and nationally known Dave Ramsey Group. She wrote the ELP training material and exit strategy material for Dave Ramsey real estate agents.

In 2019, Gary Keller named Monica the new leader of KW MAPS Coaching, the largest Real Estate Coaching Company in the world. Together with Gary Keller, Monica is revolutionizing the coaching experience for the agents. In addition to being Vice President of MAPS, Monica is the “voice” of MAPS. She oversees a successful team of employees and coaches and is responsible for empowering MAPS clients to achieve their goals and dreams.

Get Ready!

Complete the questions on this page as a warm-up to prepare for your coaching session.

- ✦ Do you feel you and your assistant communicate well?

Why or why not?

- ✦ Do you know and understand your assistant’s personality style?

- ✦ How do you utilize this knowledge to better communicate with him/her?

Agenda for Today's Session

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As humans, we communicate with each other in a variety of ways and in different capacities. We all fill different roles on a daily basis. What every interaction has in common is the need for clear and effective communication.

WAYS TO COMMUNICATE

1. Spoken

- a. Face to face
- b. Be clear
- c. Be concise

There are verbal cues that can alert us to an individual's feelings, such as the cadence of their voice, the specific words that they use, and the tonal quality of their voice.

2. Written

- a. Email/Letter/Text
 - I did not say Bob took that.
 - I did not **SAY** Bob took that.
 - I did not say **BOB** took that.
 - I did not say Bob took **THAT**.
- b. Good manners
- c. Be brief

Well-written communication helps define goals, identify problems, and arrive at solutions. This is important so that everyone understands the directives without confusion.

3. Non-Verbal

- a. Facial expressions
- b. Body
- c. Gestures

One of the most important factors in communicating with others is our nonverbal communication. We can reinforce, contradict, or emphasize our verbal communication with non-verbal cues such as gestures, expressions and vocal inflection." Nonverbal cues are so strong because they communicate to others on a subconscious level.



10 Tips to Communicate Effectively

1. Know your audience ... their personality style. Are you speaking their language?
2. Be clear and concise.
3. State a deadline.
4. Use their name when speaking.
5. Develop great listening skills.
6. Don't argue. Discuss the challenge.
7. 10-cent notebook.
8. Call – Email - Call
9. Repeat and affirm.
10. Tonality/Be respectful.

KEYS TO GOOD LISTENING

Are you a good listener? Rate yourself from 1–10 (with “10” being excellent) on each of the “keys to good listening” statements below.

Rating 1–10	Rate Yourself on These Keys to Good Listening
	As you speak with someone, take excellent notes. Write down important points that can be helpful to you later. Respond with occasional comments styled exactly like the person made that will let them know you were listening.
	Listen for attitude and personality. You can learn a lot about a person by the tone in their voice. This awareness allows you to overcome any objections and/or challenges.
	Do not respond to your own questions. Let the other person answer them. (When you respond, it is about your ego.)
	Turn off your personal problems. People can sense your problems and worries through your voice tonality.
	Prepare yourself. This will allow you to engage confidently and effectively.
	Avoid making any assumptions. Let people complete their sentences. You may find yourself creating unnecessary problems in the process if you interrupt.
	Listen to what has NOT been said. If the person is negative, this is your opportunity to point out a positive direction. Ask more questions and probe for what is NOT being said to you and why.
	Do not ever interrupt. Your patience in listening lets a person feel that he/she is getting their STORY out. Patience can be achieved by not interrupting and watching the TONALITY in your response.
	Practice listening skills during conversations with friends, family, and co-workers. This is a great opportunity to speak very little and practice listening.
	Effective listening strengthens your understanding and improves your customer service.

Communication Tips and Guidelines

1. Assistant Schedule (post at your desk and/or share on Google Drive)
 - a. Post quarterly
 - b. Review quarterly
2. Daily Meeting
 - a. Set time
 - b. 15 Minute Limit
3. Weekly Closing Update
 - a. Deadline Board (use your whiteboards or share with the team electronically)
 - b. Set Expectations
4. Weekly Listing Update
 - a. Assistant Weekly
 - b. Agent bi-monthly
5. Monthly Team Meeting
 - a. “Mandatory”
 - b. Starts on time, ends on time
6. Agents’ Schedule
 - a. Shared Google calendar
 - b. Review with Assistant
7. Setting Clients’ Expectations
 - a. Communicate often (assistant-every day / agent-once a week)
 - b. Exceed expectations
8. Setting Affiliate Expectations
 - a. No “dropping by” before 1:00pm
 - b. “If the office calls you and does not reach you, the call is to be returned within 5 minutes”

THE KPA AND THE DISC PROFILE



READING A KPA

1. The Eleven Traits
2. Primary vs. Modifier Traits
3. Behavioral vs. Thinking Traits
4. The Descriptive Review
5. Life Story – Dig Deeper



READING A DISC PROFILE

1. Dialog Tool – Not a Diagnostic Tool
2. How they Process Information
3. Ask the Right Questions
4. How do they Take Action
5. How do they Solve Problems

BEST PRACTICES WHEN VERIFYING THE KPA

1) Stay Neutral

As the facilitator you will see the assessment and the results through your own lens. Everyone's interpretation of words and language is different. Be aware of judgements, personal biases, and the assumptions we make from our own perspective.

2) Remember the Purpose

We are not there to consult them on their behavior and thinking. We are there to learn how THEY use behavior and thinking in THEIR world

3) Let Them Speak

The person being verified should do 90% of the talking. If they have questions about what something means or if they lean on you for guidance – turn it into a question for them to answer. We are not the expert in their behavior. THEY are.

4) Create Space

Let silence do the heavy lifting. Do not rush them or the process. Sit in silence – get comfortable there. This is where the unrehearsed truth shows up.

5) Seek Examples

People speak in theory and concepts. Look for SPECIFIC EXAMPLES – how have they demonstrated these behaviors in the job? This is where you will truly uncover how they exemplify behavior/thinking. Awareness gaps lie between theory and example.

6) Use the “Conversations”

Leverage the conversations. The conversations have been developed from countless hours of research in psychology and practice. Your time is most effectively spent getting to know the person – and HEARING what they say so you can be the best partner.

Communication and Personality Style/DISC Assessment**STYLE 1: D - DECISIVE-DOMINANT-DRIVER****THE D'S APPROACH TO PROBLEM-SOLVING**

10% of the population

This personality style asks **WHEN**.

1. **Traits**
 - a. Impatient
 - b. Quick decisions, likes action
 - c. Moves Fast
2. **Do**
 - a. Get to the point
 - b. Stick to business
 - c. Organizes thoughts
3. **Don't**
 - a. Display emotion
 - b. No lengthy story
 - c. No vague information

#1 Efficiency Factor: Move fast/Get to Point

#1 Way to Communicate: Be Brief

Greatest Failing: Can't stand weakness

Greatest Fear: Being soft

- a. Low on emotional response.
- b. Reacts quickly to the decision-making process.
- c. Very control oriented and will take control of every situation.
- d. Loves action and lots of activities.
- e. Powerful, gets things done quickly.
- f. Is dominant.
- g. Bottom line oriented.
- h. Can appear rushed and impatient.
- i. Can appear to be aloof and impatient.
- j. Can appear to be rude.

When working with the D personality, you will notice they are precise, efficient & organized with their schedule. Keeping your relationship businesslike and getting to the point quickly is the key to dealing with the D personality. Do recommend alternative actions with brief supportive analysis and DO stress results.

STYLE 2: I - INTERACTIVE-INFLUENCING-EXPRESSIVE**THE I'S APPROACH TO INTERACTING WITH PEOPLE & DISPLAYING EMOTION**

25% of the population.

This personality style asks **WHO**.

1. **Traits**
 - a. Likes to toss ideas around
 - b. Fun people
 - c. Likes Planning/Dreams
2. **Do**
 - a. Leave time for relating and socializing
 - b. Be fun, energetic, and stimulating
 - c. Provide Ideas
3. **Don't**
 - a. Be aggressive
 - b. Be unfriendly
 - c. Be Boring

#1 Efficiency Factor: Excited

#1 Way to Communicate: Energetic

Greatest Failing: Erratic

Greatest Fear: Not being liked

- a. Fast in the decision-making process.
- b. High in terms of emotions.
- c. Very gregarious and outspoken.
- d. Open and spontaneous to conversations and opportunities.
- e. Always appears to be rushing around.
- f. Must be the center of attention.
- g. Rarely allows themselves to get bored.
- h. Normally always late or is rescheduling.

When working with the Expressive "I", you'll notice that they are involved with multiple things at one time and seem to enjoy living on the edge. It's not uncommon that they'll talk to you in sweeping statements based on personal decisions versus any facts. You'll notice that they're very animated in their conversations and animated in their style of clothing and the homes they live in. Compliment them on their animation and they become your best friend. These are fun people.

STYLE 3: **S**-STABILIZING-STEADY-AMIABLE



THE S'S APPROACH TO THE PACE OF THE WORK ENVIRONMENT

40% of the population.

This personality style asks **WHY**.

When working with the Amiable Personality they have a high desire for approval, and at the same time want everybody around them to feel comfortable and approved. When dealing with this Personality Style, refer to the fact that you want the next person you talk to, to feel as good about the property as they feel. This will bring you closer to them very quickly. These are very nice and accommodating people

1. Traits

- a. Likes productive routine
- b. Easy to get along with
- c. Nice People

2. Do

- a. Break the ice with personal comments
- b. Be patient
- c. Provide personal information

3. Don't

- a. Present bad news
- b. Like arguments, raised voices
- c. Be Angry

#1 Efficiency Factor: Willing to help

#1 Way to Communicate: Workable plan

Greatest Failing: Timid

Greatest Fear: Change

- a. High emotional responses
- b. Slow in the decision-making process
- c. Very friendly and warm.
- d. Very agreeable.
- e. A great team player, very supportive.
- f. A soft heart and empathetic toward others.
- g. Works as a great team member on the common goal.
- h. Soft spoken and an easy-going manner.

STYLE 4: **C** - CAUTIOUS-COMPLIANT-ANALYTICAL



THE C'S APPROACH TO STANDARDS, PROCEDURES & EXPECTATIONS

25% of the population.

This personality style asks **HOW**.

1. **Traits**

- a. Likes reason
- b. Likes facts and figures to support ideas
- c. Detail work

2. **Do**

- a. Present pros and cons
- b. Use a thoughtful approach, provide evidence
- c. Information to verify

3. **Don't**

- a. Rush them
- b. Give them lots of choices
- c. Small talk

#1 Efficiency Factor: Details

#1 Way to Communicate: Facts and figures

Greatest Failing: Slow to make decisions

Greatest Fear: Being wrong

- a. Low on emotional response.
- b. Slow in the decision-making decision.
- c. Highly organized,
- d. Require facts, figures, and details to make a decision.
- e. Follows procedures very carefully. Does not like to get off track.
- f. Considered a perfectionist.
- g. Great problem-solving skills and extremely cautious.
- h. Disciplined with time.
- i. Very dry sense of humor.
- j. Outwardly appears cool and quiet.

25% of all the people that you deal with are going to fall into the “C- Analytical” category. It is not uncommon for them to be employed as engineers, CPA’s, computer workers, doctors, lawyers, airplane pilots and math teachers/professors. When speaking to them, give them all the information they require so they can decide and don’t push them because they will respond by getting mentally paralyzed

Daily Meeting Form/Tasks

Date: _____

Today's to-do list

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Follow-up from yesterday

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

On-going

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Problems/Questions to ask in Huddle



ADMINISTRATIVE ASSISTANT’S FRIDAY REPORT

Week of: _____

5 things I accomplished to move the business forward...

- 1). _____
- 2). _____
- 3). _____
- 4). _____
- 5). _____

What did I do to decrease expenses?

- 1). _____

What did I do to keep my agent on track?

- 1). _____

How did I help our team reach its goals?

- 1). _____

Week High _____

Week Low _____

What did you do to WOW a customer?

TIPS:

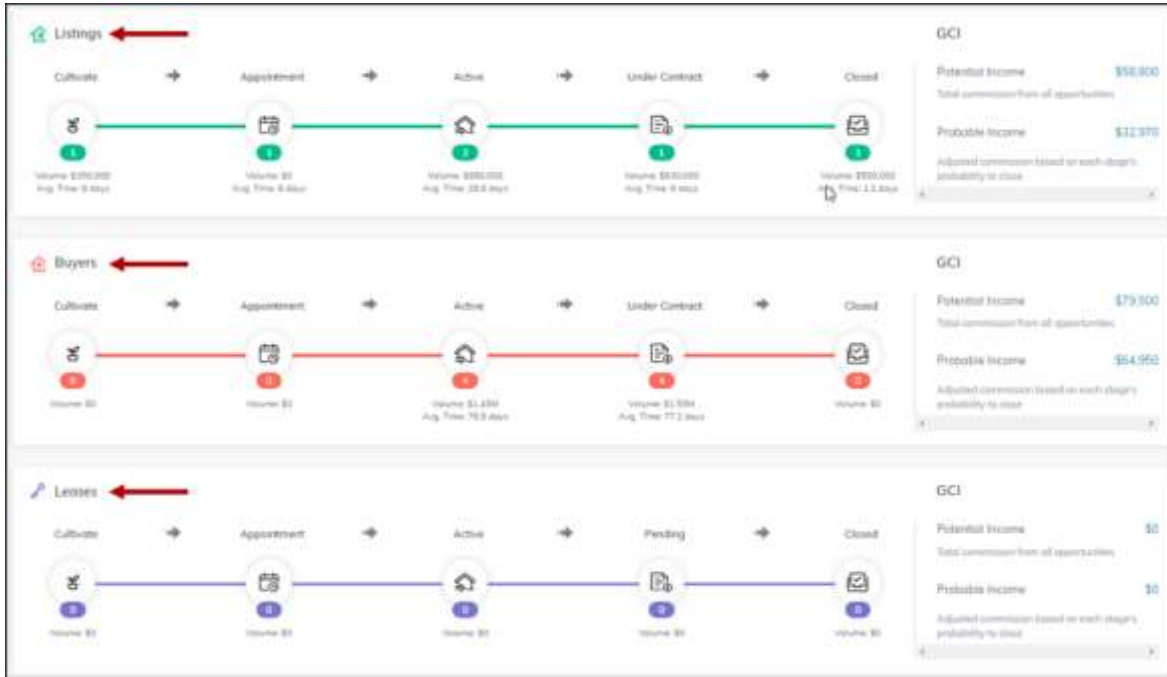
*Assistant creates the template above to use electronically. Keep it handy so you can add to it throughout the week.

*Email it to your agent by 3:00pm each Friday

UPDATE REPORTS

It's important to keep your agent and team up to date. There are a variety of resources such as Command, whiteboards, Google Sheets, Excel and/or a monitor/screen to project the information

Command (Listings in Opportunities)



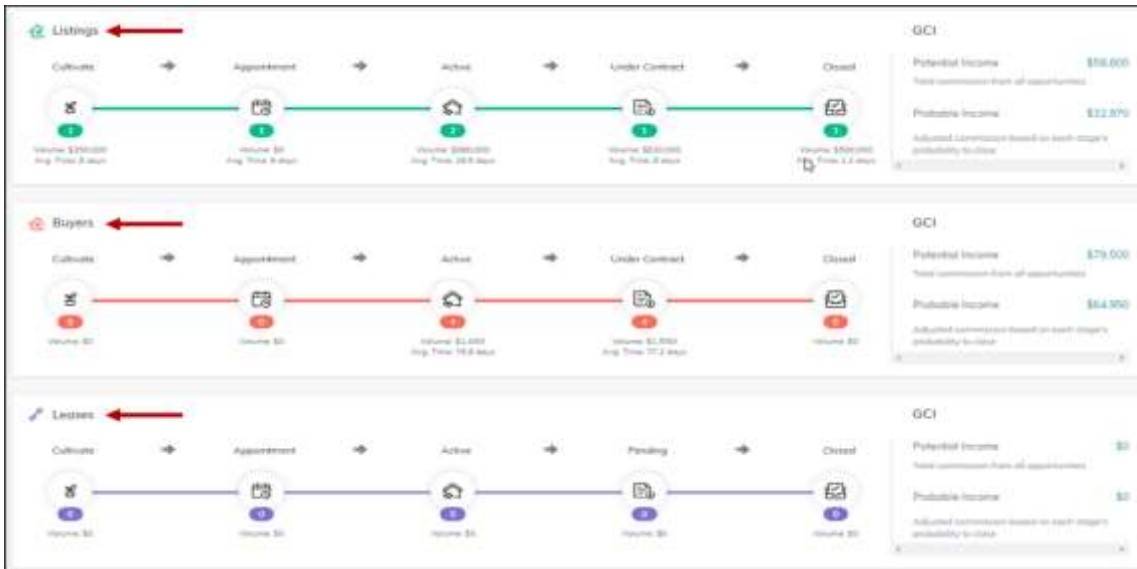
Listing Update using Excel spreadsheet

Address	Zip	Seller	Phone #	Current Price	List Date	Op. Date	Original Price	DOM	COMMENTS
Last Update 0/00/00									
57 Elevado Rd	92084	Sever		\$899,900-\$989,900			\$899,900-\$989,900	5	Vacant *Canadian owners
98 Halite Pl.	92009	Johnson		\$1,149,000-\$1,199,000			1,250,000	28	check after each showing, Wear booties, 78^
72 Tierra Baja Way	92115	Clark		\$550,000			\$565,000	17	Vacant
87 Beryl St.	92109	St. John		\$989,900-\$1,039,900			\$989,900-\$1,039,900	0	Vacant
55 Heritage Ln	92024	Lee		\$1,275,000			\$1,275,000	0	Owner Occupied
59 Bonita Woods Dr.	91902	Gomez		\$799,900-\$849,900			\$849,900-\$899,900	36	Owner Occupied
54 Anaheim St.	92025	Polymerno		\$749,900			\$749,900	9	Owner Occupied *Hero Program*
1241 Santa cora Ave #327	91913	Helsik		\$269,900			\$269,900	1	Owner Occupied
13 Paseo Privado	92009	O'Neil		\$949,900			\$975,000-\$1,049,900	17	Owner occupied (Gate code: 8569)
79 Norran Ave	92019	Roth		\$399,900			\$449,900	50	owner (wife) occupied *Divorce*
51 Avenida Soria	92009	Weber		\$873,883			\$873,883	0	Vacant, New Build
52 Del Rio Court	92009	Trinh		\$638,000			\$649,900	16	Owner Occupied
9250 Towne Centre #10	92121	Delong		\$399,900-\$419,900			\$429,900	22	Vacant *UTC *seller in Las Vegas
84 Voluntary Rd.	92084	Smith		\$658,000			\$675,000-\$695,000	22	Owner Occupied *potential horse property

PENDING UPDATE REPORT

The same holds true for your pendings/closings. You can use Command, whiteboards, paper Reports, Google Sheets, Excel Spreadsheet or a monitor or tv screen to project the information.

COMMAND



Excel Spreadsheet

SELLER	PROPERTY ADDRESS	CLOSING DATE	PHONE	ALT. #	PRICE	
Metron	1425 Via Anselm	00/00/00			479,900.	
Jansen	6359 University Ave.	00/00/00			922,250.	
Green	34255 6 th Ave #B-2	00/00/00			575,000.	
Cunningham	505 Foothill Dr.	00/00/00			440,990.	
Showalter	11452 Park View Rd.	00/00/00			719,550	
BUYER	PROPERTY ADDRESS	CLOSING DATE			PRICE	
Mason	22369 Cherry Blossom	00/00/00			925,775.	
Lang-Rosen	1428 F. St. Unit 32	00/00/00			394,000.	
Chang	99523 Black Mountain	00/00/00			1,553,000.	

Digital Screen



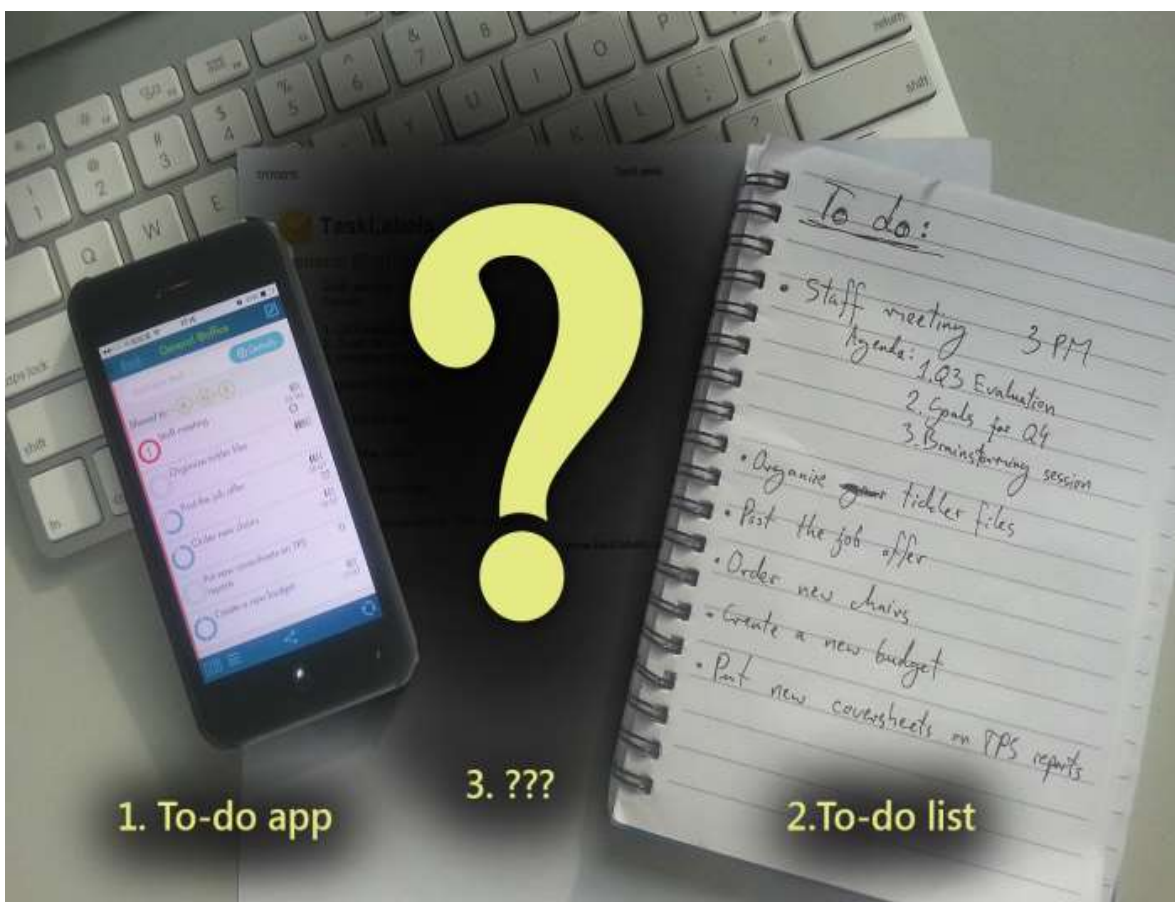
Pending/Closings Whiteboard



ORGANIZING YOUR TIME AND TASKS

Even the strongest team can get into trouble if they don't organize their time and tasks properly. Today, we have a lot of software solutions for our team's task management. Whatever you choose should be what suits you and your team the best.

If you would rather keep track of your tasks using an app, there are lots to choose from. Here are just a few of the most popular... **We recommend KW Command** but there is Microsoft To Do, Google Keep, Todoist, Any.do and Habitica.



Whether you choose to track your tasks and accomplishments by paper, electronically or both, it is a great help to have it right in front of you to review often.

Create an Office Policy and Procedures Manual

Why create an office Policies and Procedures Manual?

- a. Book of Business
- b. Training Manual
- c. Duplicatable and Scalable business

A Policy and Procedures Manual for your team helps you to establish structure and a basic set of rules that you will use to manage your business on a day-to-day basis.

Your assistant (or you) will be creating your Policy and Procedures Manual as you progress through the course. Each week you will receive a workbook in your Kajabi Client Portal. You should print the workbook, 3-hole punch it and place it in a 3-ring binder.

This “template” for a Policy and Procedures Manual is completely customizable based on your company’s specific requirements. In fact, the more time you spend tailoring it to your specific requirements the more effective it will be. Once you customize a form from the workbook, take our copy out and replace it with yours.

We suggest a 2-part manual divided into a Policy Section and a Procedures section. A policy is a guiding principle used to set direction in an organization. A procedure is a series of steps to be followed as a consistent and repetitive approach to accomplish a result. Label each Chapter within the Section and be sure to include others in the process and update often.

Workplace policies establish boundaries for acceptable behavior and guidelines for best practices in certain work situations. They offer clear communication to your employees as to how you expect them to act. Policies also contribute to the overall culture of the workplace because they instill norms and values

*It is important to have you Policy and Procedures Manual in printed form (be sure to make 2 copies). You can also choose to have a version online. With the online manual, you can include video presentations of your procedures, scripts, etc. and an index of any YouTube videos you may have.

How to create the manual:

1. Order two large 3 ring binders.
2. Order two sets of tabs.
3. Use a three-hole punch on all training materials.
4. Put the material in the binder.
5. As you personalize each item, replace it with the training material.
6. Suggestions for Policy Tabs:
 - a. Dress code
 - b. Pay periods
 - c. Paid holidays
 - d. Jury duty
 - e. Employment
 - f. Compensation
 - g. Mission/Vision statement
 - h. Performance and conduct
 - i. Benefits and leaves

7. Suggestions for Procedures Tabs:
 - a. Communication tips and listening skills
 - b. Personality styles
 - c. Sales skills
 - d. Listing procedures
 - e. Prelist package
 - f. Buyer package
 - g. Objection handlers
 - h. Hiring Process

- i. Lead Generation
- j. Goal Setting Systems
- k. Accountability Systems
- l. Buyer Systems
- m. Short Sale System
- n. KW Command
- o. Implementation System
- p. Job Description
- q. Schedule
- r. Team Meeting
- s. Consumer Experience System
- t. Appreciation Party
- u. Database

TIPS FOR WORKING WITH YOUR TEAM REMOTELY

During (and beyond) the COVID-19 outbreak, many companies are suggesting—even requiring—that more employees work from home. If working from home as a real estate agent or assistant is new to you, it can take some getting used to. Here are eight tips that will help you stay focused and successfully communicate with both clients and colleagues from your home office.

1) Create a Workspace

For those who are not used to working at home or who don't have an organized work station, distractions can disrupt your productivity. Locate your workspace to a specific area in your home where you can make your space a stress-free zone of quiet and solitude where you can concentrate. If you don't have a separate room, find an area with minimum traffic flow or a corner of a room off from the main area. Do what you can to make your workspace at home as comfortable and functional as possible.

2) Create a Schedule

Set your hours as if you were in the office. Get dressed and go to the same designated place on a regular basis so your mind doesn't wander, you can focus and increase your productivity. Use Your CRM to automate your day with specific tasks or use your Daily Meeting Form to track what you've done, what you still need to do, and to note any questions you need to ask.

3) Set Boundaries Around your Worktime

When working from home, your friends and family need to know that working from home means you are still working. Discourage personal interruptions that can cause you to lose your focus, procrastinate or get behind on a deadline. It's important to let other know that although the location of your job has changed, during at-home work hours you're unavailable and cannot be interrupted.

4) Take Breaks-- ideally out of your house

If you are working where you live, it's important to get out of your workspace a few times a day. The COVID-19 outbreak makes this more challenging, but even a few breaks each day to take a walk around the block can make a huge difference to your attitude. So, if you work from home as a real estate agent or assistant, make sure to set a reminder!

5) Don't lose touch with your colleagues

If you need to connect with people at work, don't let working remotely take that away. Take advantage of the increasingly useful and innovative tools available from companies like Slack Technologies and Zoom Video Communications to interact with both individuals and groups. Be sure to let them know you are hooked up and ready to go for video calls and teleconferencing.

6) Don't lose touch with your customers

You can propose alternative opportunities such as video tours and other methods to virtually tour a property. When was last time you reached out to buyers to let them know that they could likely afford MORE house for the same monthly budget? Have you offered virtual tours? Have you engaged your social media followers in a virtual Q and A seminar? Have you created watch parties to feature different types of homes on the market?

7) Set goals – and then try to exceed them

To keep yourself motivated, it's helpful to set some goals for how much work you hope to get done in a given day. Try setting a timer and then get busy on new leads, or your next important transaction, or whatever task is at the top of your To Do list. Don't check your email, don't look at your phone or check social media until time is up. Keep records of what you do, and then see if you can top your personal best from day to day.

8) Keep a Positive Attitude

Don't let your confined circumstances affect your tranquility, happiness or productivity. Your attitude is your greatest power. Figure out what you can control and what you can't, so try to find the opportunity in a difficult situation.

UPDATING YOUR DATABASE INFORMATION

CONVERSATION:

Good Morning. As part of _____ (agent's name) customer service...she/he asked that I call and update our records. Is your phone number..... and is your address still.....?

Great.

Also, what is your email address?

Great. As part of _____ (agent's name) customer service we send out a newsletter once a quarter and we would like to include you. It will have a short and informative market update on your home and neighborhood and lots of great information on what is happening in and around the community. We will also share links,resources, and services our team has assembled to help our clients.

Lots of fun tips and tricks, too.

Thank you for taking the time to talk to me. One more thing.....our business is based on referrals...do you know anyone who is thinking about buying or selling? Great! Thanks for thinking about that...Have a great day and let's talk again soon!"



You can also keep in touch through email and text messages:

TEXT MESSAGE SCRIPT 1

“I’ve been thinking of you and want to check-in. How are you holding up? I’m available for a phone or Zoom call if you’d like to touch base.”

TEXT MESSAGE SCRIPT 2

“We’re checking on all of our clients to see if we can help in any way during this difficult time. Can I serve you in any way today? I’m available for a phone or Zoom call if you’d like to touch base.”

TEXT MESSAGE SCRIPT 3

“We are hosting a zoom meeting for anyone interested in (topic).”

TEXT MESSAGE SCRIPT 4

“Hi _____. How are you? My real estate team is doing a webinar for (topic). I think it will be beneficial for you. Here is the link (include link). I hope all is well, and I’m here to support you in any way I can.”

What Your Assistant Will Learn This Month

1. Listening Tips
2. Communication Guidelines for the Phone and Email
3. Personality Styles
4. Departmental Reports (Listings, Pending, etc.)
5. How to Communicate to the Agent What is Being accomplished
6. Scheduling
7. Policy and Procedures Manual

Policy and Procedures Tab Suggestions

1. Personality Styles
2. Communication
3. Team Meeting

What I Learned Today ...

Session 1: Homework Assignment

1. Determine your assistant’s personality style.
2. Rate your communication skills.
3. Rate your listening skills.