

The Perfect Real Estate Assistant

Session 2 Assistant Session Communication

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THE PERFECT REAL ESTATE ASSISTANT COURSE

TIPS FOR SUCCESS TO MAXIMIZE TIME AND INVESTMENT

1. Screen on and come to learn and share.
2. Phone off.
3. Print the handout so you can take notes and fill in the blanks.
4. Take one Homework assignment from each call and share with the Agent. Make sure to schedule time immediately following the call.
5. Participate in the Chat box with questions and Aha's.
6. Participate with "Hand Up" at end of the call with Q&A.
7. Come to learn and have fun!
8. Listen to the recorded call again.
9. Manualize the call material to create your Policy and Procedures Manual.
10. Put the call dates for you in your calendar.
11. Put all the call dates for your agent in their calendar.
10. Join the Facebook group...The Perfect Real Estate Assistant Group

Session #2 Assistant: Communication

Your Coach and Contact Info:

Coach:	Customer Service:
Monica Reynolds	monica@kw.com
Group Coaching Customer Service	fasttrack@kw.com

Please let us know if there is anything you would like to discuss in relation to your coaching program.

Email: fasttrack@kw.com

Phone: 512-439-8684 ask for MAPS Group Coaching

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 let you know when they are ready for comments.
5. Complete all assignments prior to call.
6. Be PREPARED!

Notice

The Telephone Consumer Protection Act (TCPA) regulates calls and text messages made using certain technologies. The TCPA includes the National Do Not Call Registry and also regulates telemarketing calls. Real estate agents who violate these laws face stiff regulatory penalties and/or potentially catastrophic legal damages. Contact an attorney to determine if your practices follow TCPA guidelines. In addition to federal laws, several states have laws governing telemarketing. Consult an attorney to determine applicable laws in your area.

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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.

Does your team have a Policy and Procedures Manual? Have you discussed having one?

Do you feel you and your agent communicate well? Why or why not?

When answering the phone, in what areas do you feel you excel? What areas could use improvement?

Have you read your agent's DISC? Your agent's KPA?

Have you and your agent discussed your DISC? KPA?

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.

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 your 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 statement/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

As humans, we communicate with each other in a variety of ways and in different capacities. We all fill different roles daily. 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.

10 Keys to Good Listening

1. 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.
2. 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.
3. Do not respond to your own questions. Let the other person answer them. (When you respond, it is about your ego.)
4. Turn off your personal problems. People can sense your problems and worries through your voice tonality.
5. Prepare yourself. This will allow you to engage confidently and effectively.
6. Avoid making any assumptions. Let people complete their sentences. You may find yourself creating unnecessary problems in the process if you interrupt.
7. 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.
8. 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.
9. Practice listening skills during conversations with friends, family, and co-workers. This is a great opportunity to speak very little and practice listening.
10. Effective listening strengthens your understanding and improves your customer service.

RATE YOUR LISTENING SKILLS

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

	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.
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	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.

THE KPA AND THE DISC PROFILE



TIPS ON HOW TO READ 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



ON HOW TO READ 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

STYLE 1: D- DECISIVE-DOMINANT-DRIVER
YOUR 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

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

#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 considered to be 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.

STYLE 2: I-INTERACTIVE-INFLUENCING-EXPRESSIVE**YOUR APPROACH TO INTERACTING WITH PEOPLE AND 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 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



YOUR APPROACH TO THE PACE OF THE WORK ENVIRONMENT

40% of the population.

This personality style asks **WHY**.

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.

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.

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



YOUR 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. Very organized,
- d. Require facts, figures, and details in order 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 very 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 make a decision and don’t push them because they will respond by getting mentally paralyzed.

WHO ARE THESE PEOPLE IN MY WORLD?

Put the personality type you think they might be....then go find out!

Rainmaker _____

Assistant _____

Team Leader _____

MCA _____

Title Rep _____

Lender _____

Home Warranty _____

Home Inspector _____

Appraiser _____

Family member _____

Family member _____

Friend _____

**PHONE TIPS: YOU ONLY GET ONE CHANCE TO
MAKE A GREAT FIRST IMPRESSION...THIS IS
HOW TO MAKE IT COUNT**

1. The phone is the agent's cash register. When it rings, immediately **SMILE** as you pick up the phone.
2. **BE ENTHUSIASTIC AND ENERGETIC...IT'S SHOWTIME!**
3. Speak clearly and think
4. Slow down and speed up your speech based on the client's personality
5. Have a mirror
6. Friendly **TONALITY**
7. Helpful **TONALITY**
8. Handle all incoming calls except for money calls
 - a. Potential buyer
 - b. Potential seller
 - c. Contract negotiations
9. Handle the baby with the dirty diaper
10. Always identify the agent's office and identify yourself if you are the assistant
11. Always ask for permission to put a caller on hold and thank them
12. If the caller is put on hold and it comes back to you... it was too long
13. Return calls as you promised
14. Do not allow the phone to ring more than three times
15. Do not allow calls to go into voice mail during the workday
16. Learn how to handle two calls at once with ease

17. Do not eat or chew gum and answer the phone
18. Do not give the caller the impression that you are rushed and too busy for them
19. Never interrupt a caller
20. Never argue with a caller
21. “IT’S DISNEYLAND!”



Client Conversations for the Perfect Phone Greeting and Responses



Telephone Greeting:

Greeting 1:

It's a great day at _____ office. This is _____. How may I direct your call?

Greeting 2:

Thank you for calling _____ office. This is _____. How may I help you?

Greeting 3:

Thank you for calling _____ office. This is _____. I can help you!

Responses:

Response 1:

I'm sorry _____ is not available. She/he is currently with clients. I can help you immediately. How may I help?

Response 2:

I'm sorry, _____ is with clients and will be calling in at 11:30. Please give me the particulars of your call, and I will make sure _____ gets the message.

How to handle "I only want to speak with the agent":

I'm _____'s professionally trained assistant. I am trained to handle all of _____'s calls. May I ask you again what I may help you with immediately? (Watch your tonality ... smile and make sure your tone implies you are able to help them.)

How to handle an upset customer:

- a) Be empathetic.
- b) Let them vent/tell their story.
- c) _____
- d) _____
- e) _____
- f) Watch your tonality.

Answer the Phone Clearly

If you were to call businesses at random to see how their phones were answered, in far too many cases, the person answering would butcher the company name, slide over it, mumble it, or speak so fast that the name is lost. Don't assume people know where they're calling. They may be returning a call and have only your phone number. Besides, answering clearly is just good manners.

“Hold Please”

The hold button is probably the most powerful weapon in the telephone arsenal, so use it with extreme care. What happens when a caller is placed on hold? Most people will hang up after about 40 seconds.

1. Never put a person on hold until you've asked permission to do so. Wait for the answer.
2. People will hold longer if they know the name of the person they are holding for, so tell them who will be answering. You might say, “If you'll please hold, I'll let Mary Smith know you're returning her call.”
3. Beware of the irate caller. That person will stay on hold forever—and get angrier with each second.



Phone Phrases to Avoid

You'll be amazed at the difference you can make by simply eliminating the following phrases. Once you've perfected them at the office, try them in different situations—they work wonders there too!

“I don't know.”

There is no need to ever utter these three words! If you don't know, then FIND OUT. That's your job! There isn't a thing you cannot find out, outside of sensitive or confidential information.

Instead: “Gee, that's a good question. Let me check and find out for you.” Then, go find out the answer.

“We can’t do that.”

This one is guaranteed to get your customer’s blood boiling.

Instead: “Boy, that’s a tough one. Let’s see what we can do.” Then, find an alternative solution.

Never, ever repeat the negative—there’s no need to remind the caller of what you *can’t* do. Tell the caller what you *can* do; you’ll find an acceptable alternative solution 98% of the time. When it looks as if you’re absolutely unable to help, come back with, *“I sure tried for you, but it looks like you may have us on that one.”* Then ask if the caller has any suggestions. Often, their request is easy to handle.

“You’ll have to ...”

Wrong. Death and taxes are the only have-to’s in life, and if you tell callers what else they have to do, you can rest assured they won’t!

Instead: Soften the request. Use phrases such as “you’ll need to” or “here’s how we can help with that” or “the next time that happens, here’s what you could do.” Remember, we take orders from our clients; we don’t give them.

“Hang on a second, I’ll be right back.”

If you have ever said this to a caller, you lied. Not a big lie, but an unnecessary lie. Anyway, it’s very rude.

Instead: Watch what happens when you tell the truth. “It may take two or three minutes to get that information. Can you hold while I check?” This one is a crowd-pleaser and lessens the pain of being put on hold. Once callers know why they are holding, they are much more willing to accommodate you.

“No”... at the beginning of a sentence.

The word “no” conveys total rejection, and most sentences can be grammatically correct without it. This isn’t as easy as it sounds. For example, when asked, “Have you ever been to North Dakota?” one would probably answer, “No, I haven’t.” But it would be just as correct to say, “I haven’t been there yet.” That’s much more pleasing to the ear.

Instead: If you think before you speak, you can turn every answer into a positive response. Another example: “We aren’t able to put the sign up tomorrow, but we can do that by Tuesday.”

TIPS FOR WORKING WITH YOUR TEAM REMOTELY

During the COVID-19 outbreak and beyond, 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 workstation, 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 THE INFORMATION IN THE DATABASE

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.....?

Thank you

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.”

Policy and Procedures Tab Suggestions

- 1. Phone Greetings/Conversations

- 2. Personality Styles

- 2. Communication

What I Learned Today ...

Session 2: Homework Assignment

- 1. Start creating your Policy and Procedures Manual
- 2. Determine your agent’s personality style.
- 3. Learn the 10 Tips on communication skills.