

4 Critical Strategies to Prepare for the Bounce



Verl Workman
CEO/Founder
Workman Success Systems

For a copy of today's presentation and your FREE downloads!

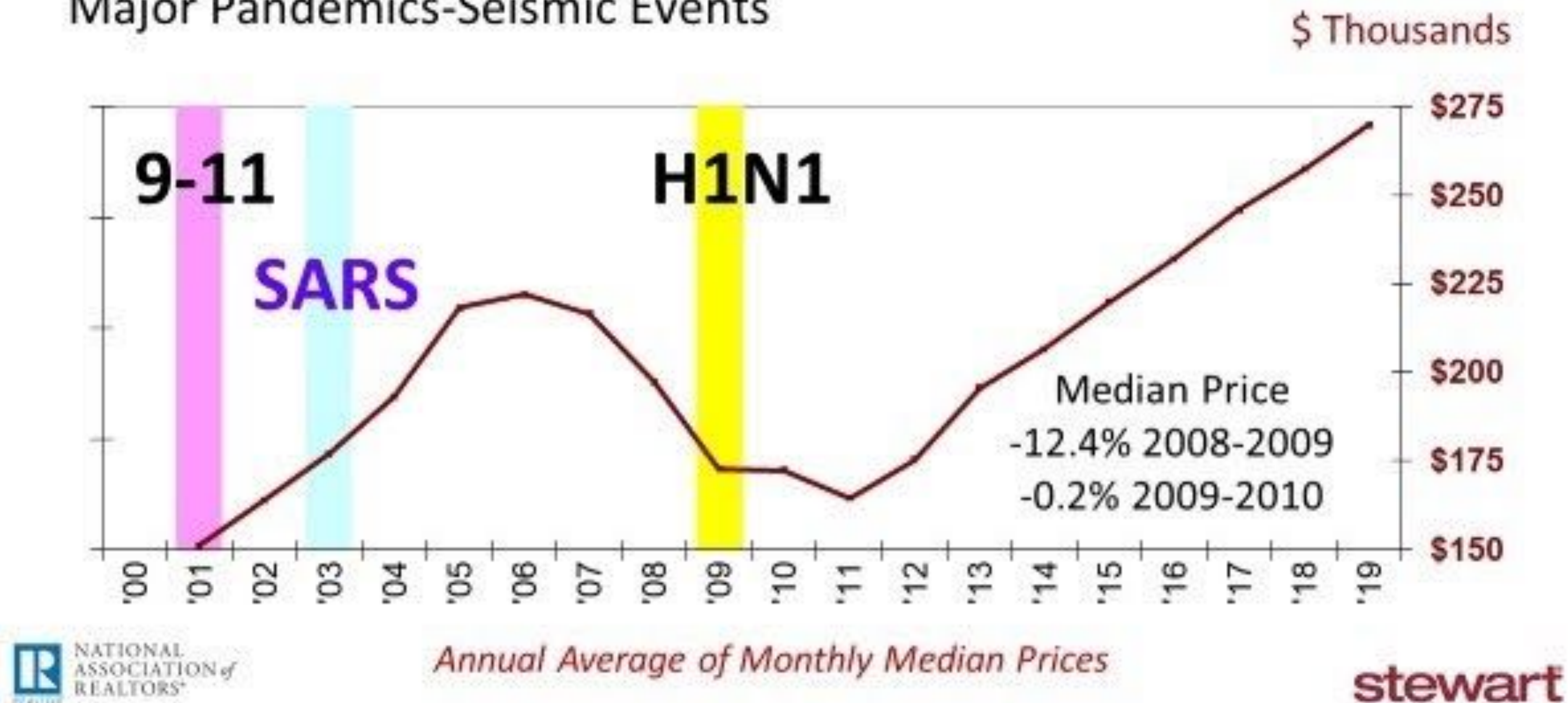
WorkmanSuccess.com/remaxbounce

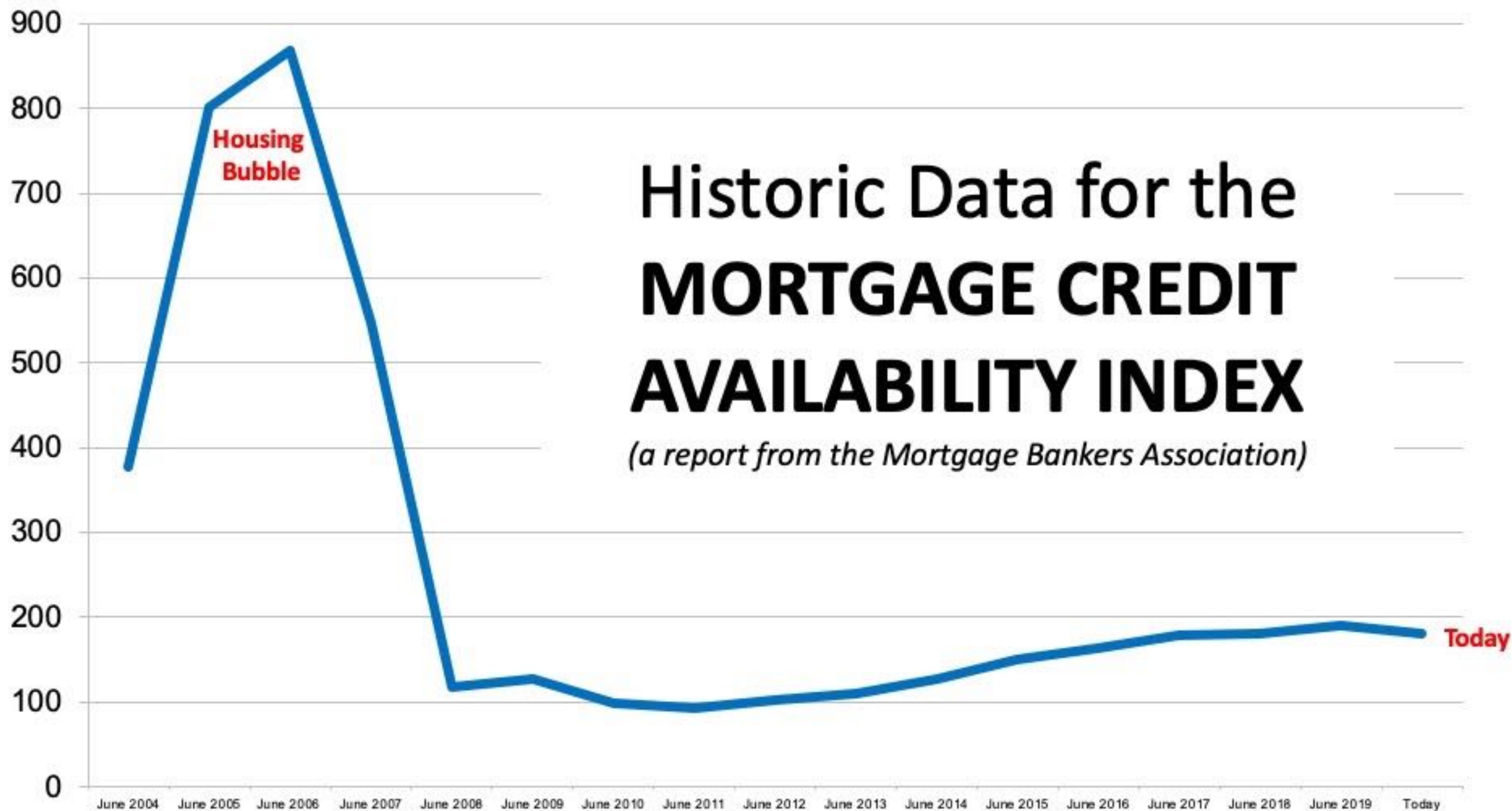
- Menu of Virtual Services
- Covid-19 Scripts
- Mastering Technology
- 30-Day Plan
- Build4bounce Training Center
- Schedule a FREE COVID-19 Strategy Session



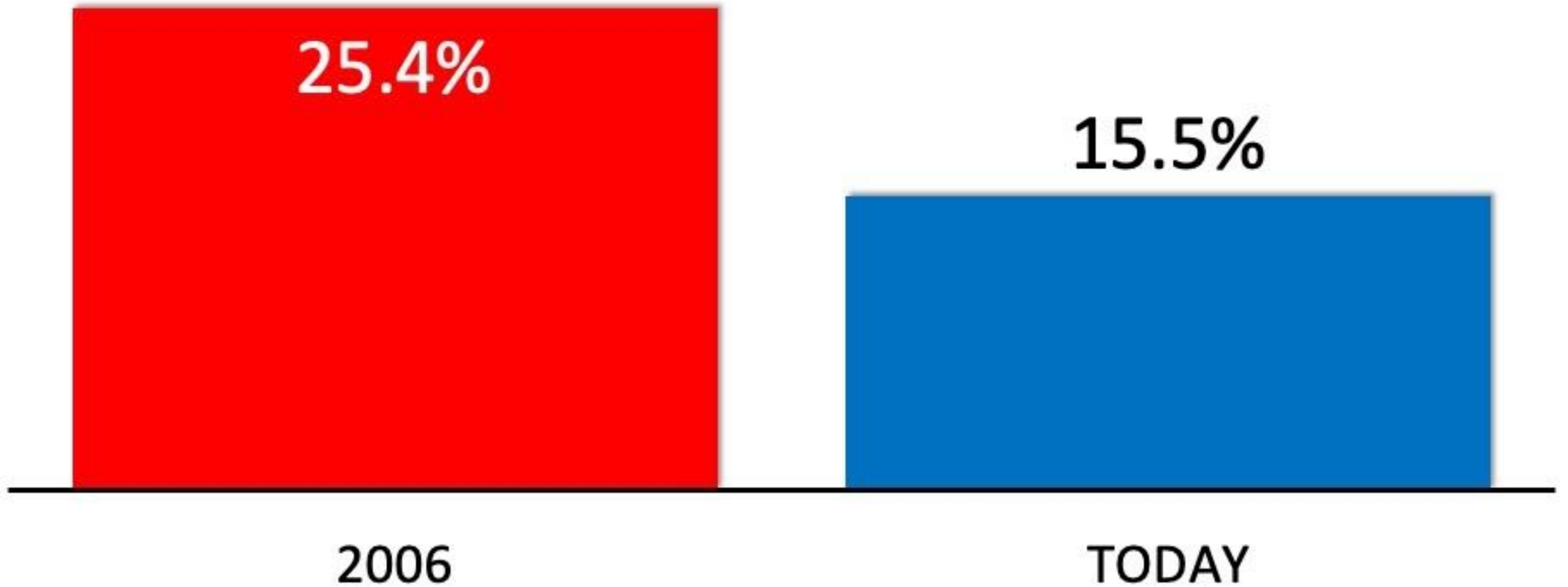
Median Price - Existing Home Sales

Major Pandemics-Seismic Events





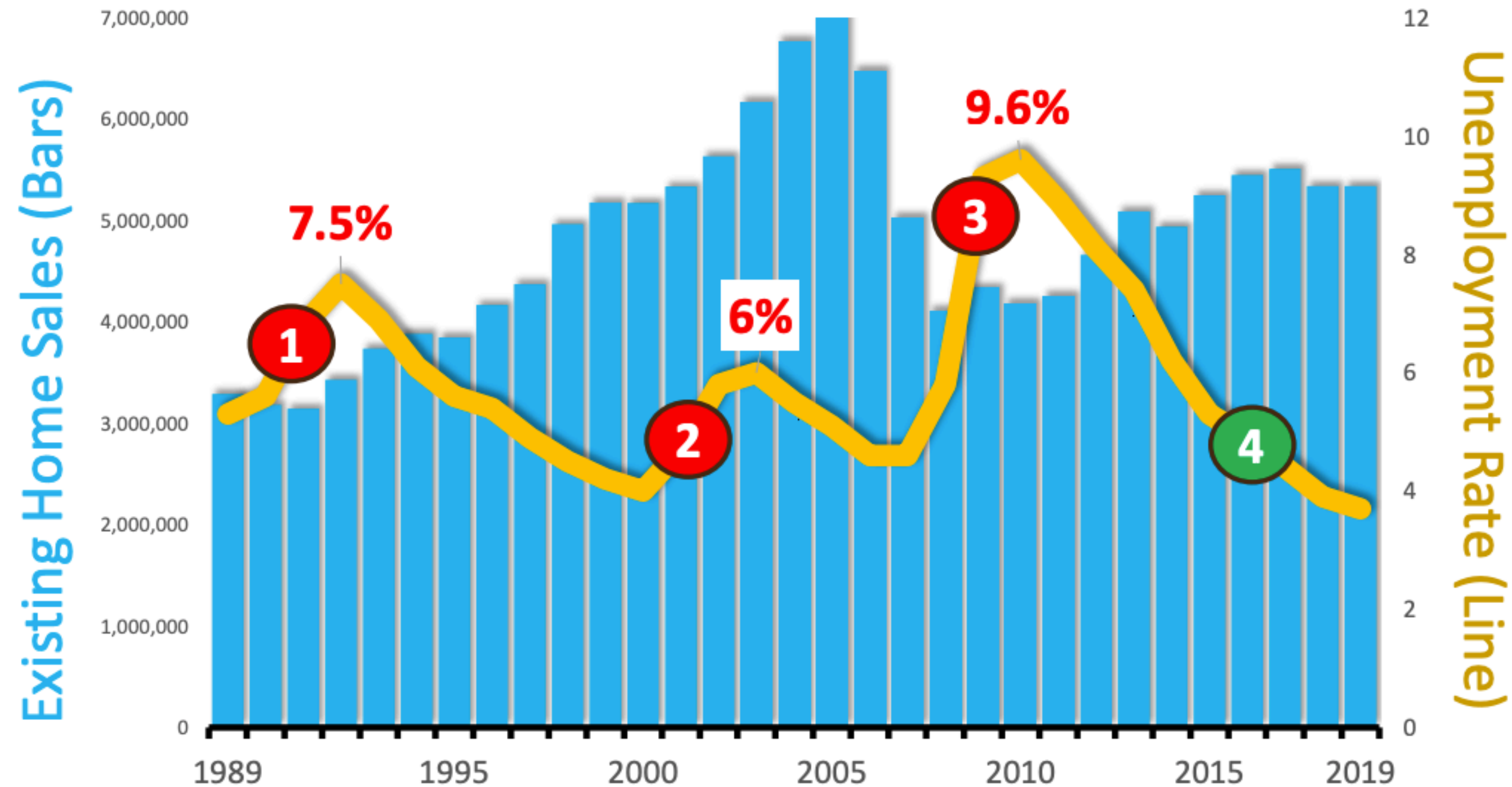
Percent of median income needed to purchase a median-priced home





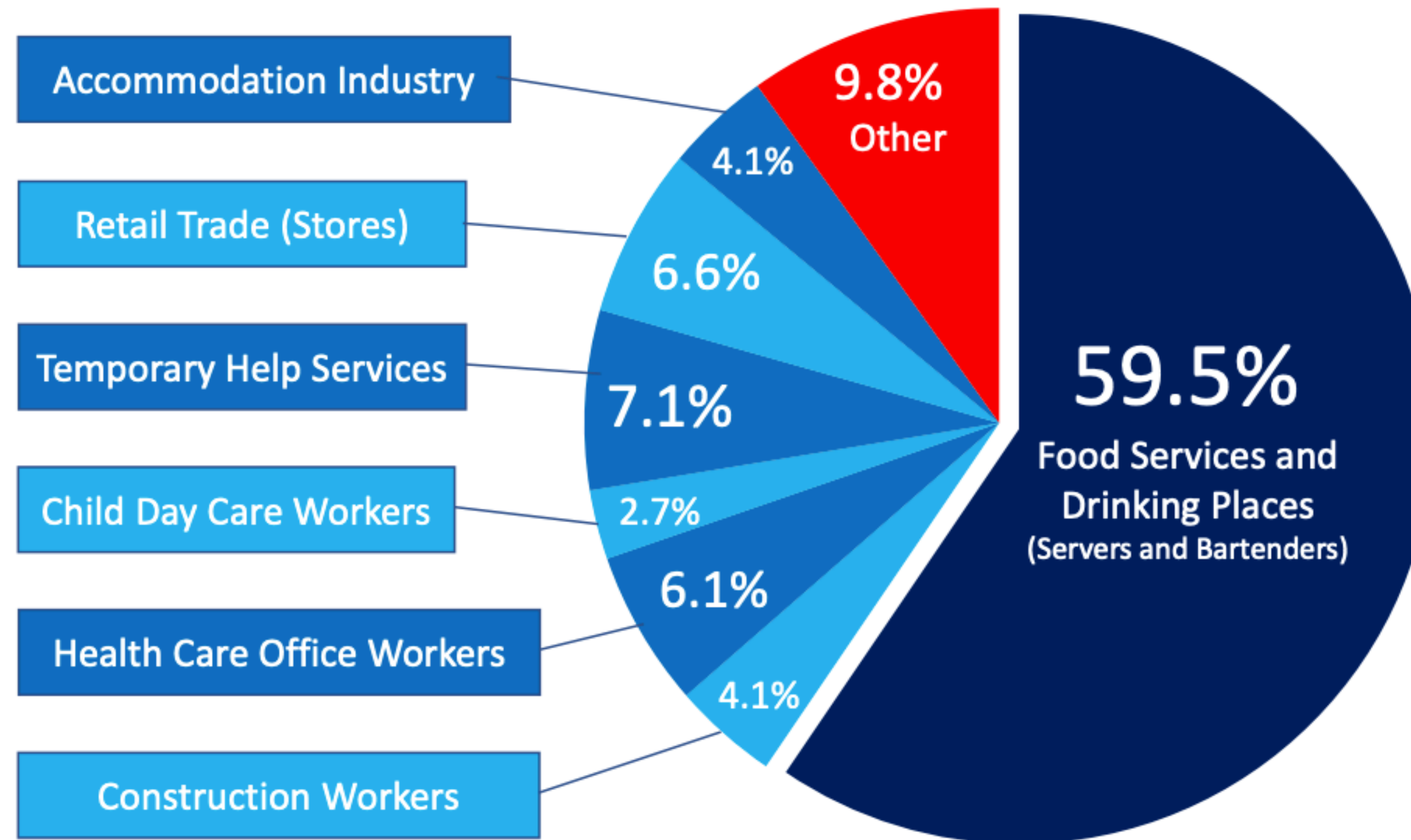
Unemployment Rates and Home Sales

Do Not Have a Direct Relationship

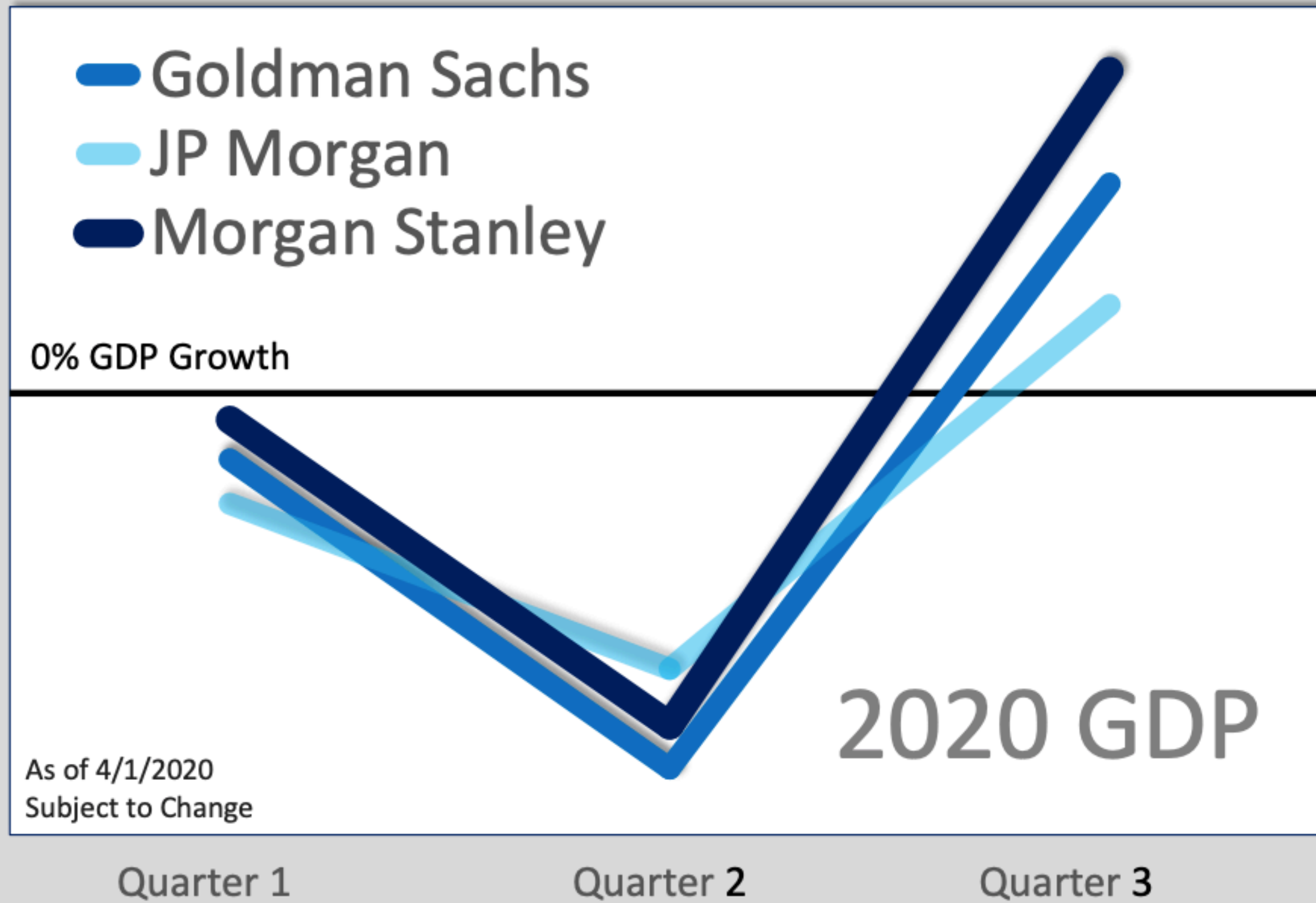


U.S. Bureau of Labor Statistics, NAR

Breakdown of U.S. Bureau of Labor Statistics April 3, 2020 Unemployment Report

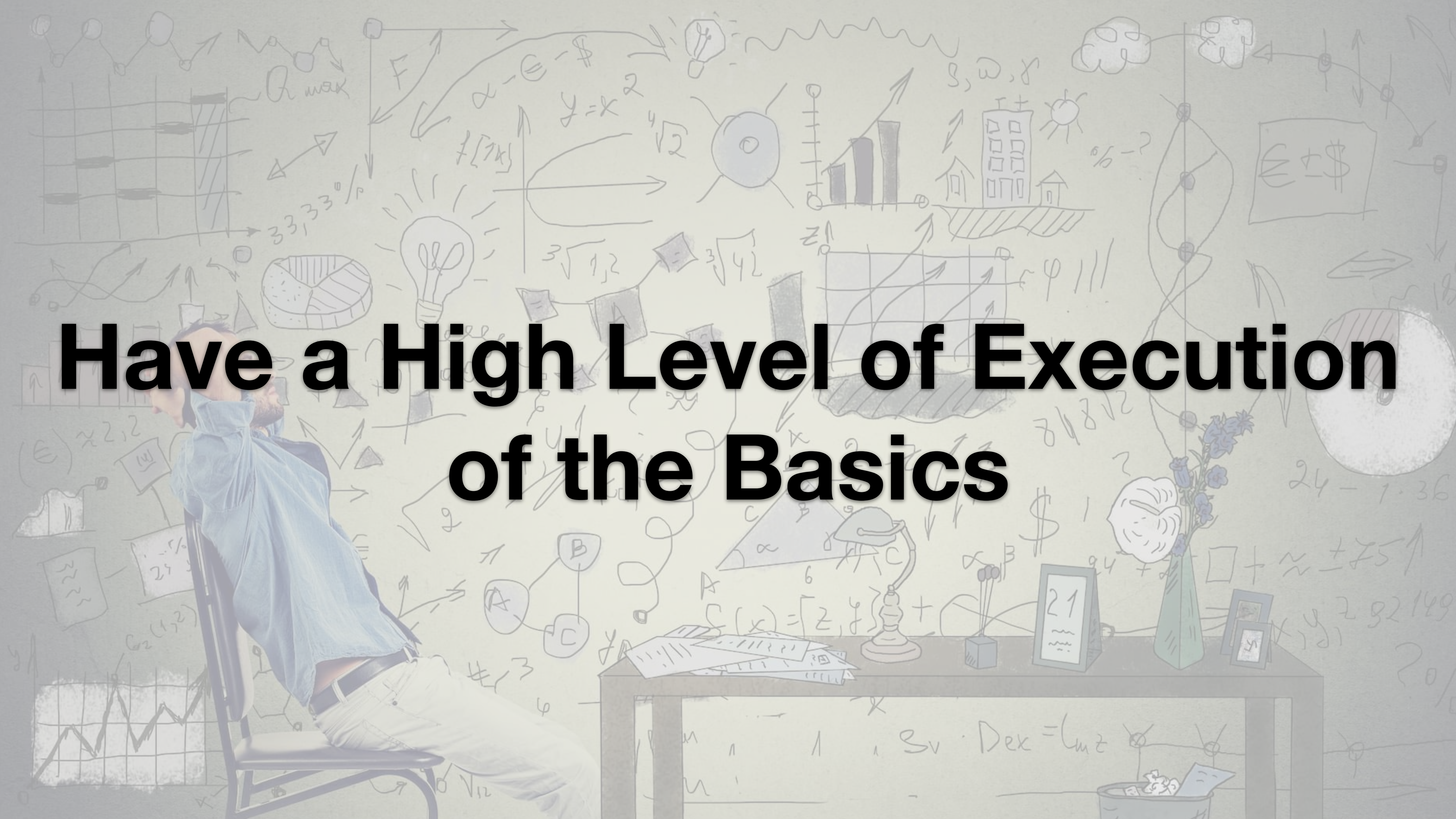


Major Financial Institutions Calling for a Rapid 'V' Type Recovery



Recession
DOES NOT Equal
Housing Crisis

**SLOW
DOWN
AHEAD**



Have a High Level of Execution of the Basics

ABC's of Lead Management

A

Ready to sell or buy immediately.
Always have an appointment.

B

Not ready to sell or buy for 30-90 days.
Call **TWICE** a month during the
weeks of the 1st and 15th.

C

Not ready to sell or buy for 90+ days.
Call **ONCE** a month during the
week of the 8th.

Conversations with Buyer Prospect:

Hi [FIRST NAME], It's [AGENT NAME] from [TEAM/COMPANY]. Just making a COVID-19 follow up call. I wanted to touch base to see how you and your family are doing? (Listen, Listen, Listen). We're here to help you with anything you need if we can. Can we do anything for you? Just an FYI, some of our clients have decided to step back right now and we support them 100%, others are proceeding as usual and we're supporting them with the procedures we have in place for being safe through smart showings, virtual services and more.

Conversations with Seller Prospect:

Hi [FIRST NAME], It's [AGENT NAME] from [TEAM/COMPANY]. Just making a COVID-19 follow up call. I wanted to touch base to see how you and your family are doing? (Listen, Listen, Listen). We're here to help you with anything you need if we can. Can we do anything for you? Just an FYI, some of our clients have decided to step back right now and we support them 100%, others are proceeding as usual and we're supporting them with the procedures we have in place for being safe through smart showings, virtual services and more.

A woman with long brown hair, wearing black-rimmed glasses and a blue short-sleeved top, stands with her arms crossed. She is smiling slightly. The image is set against a solid grey background. A white, hand-drawn, irregular border surrounds the central text and the woman's torso. The text is in a large, bold, black sans-serif font, centered horizontally and partially overlaid by the woman's image.

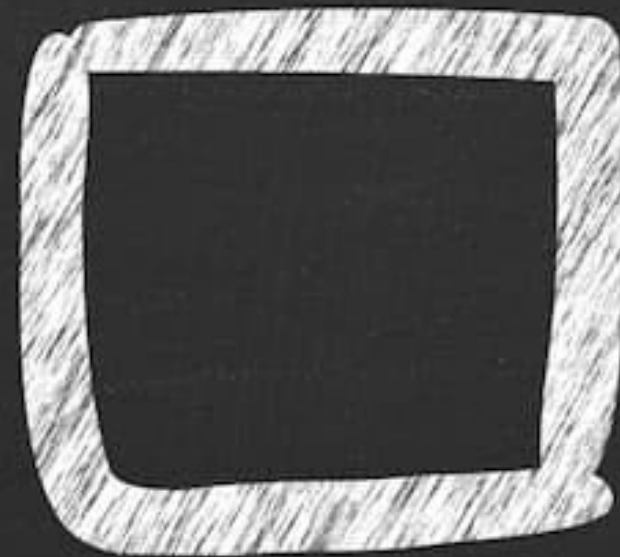
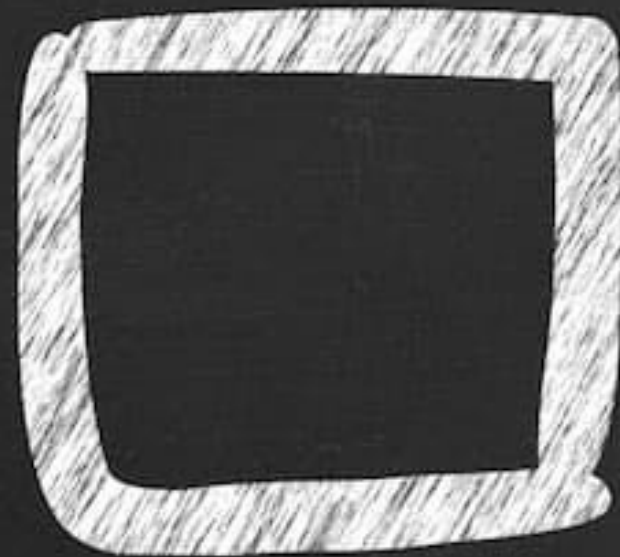
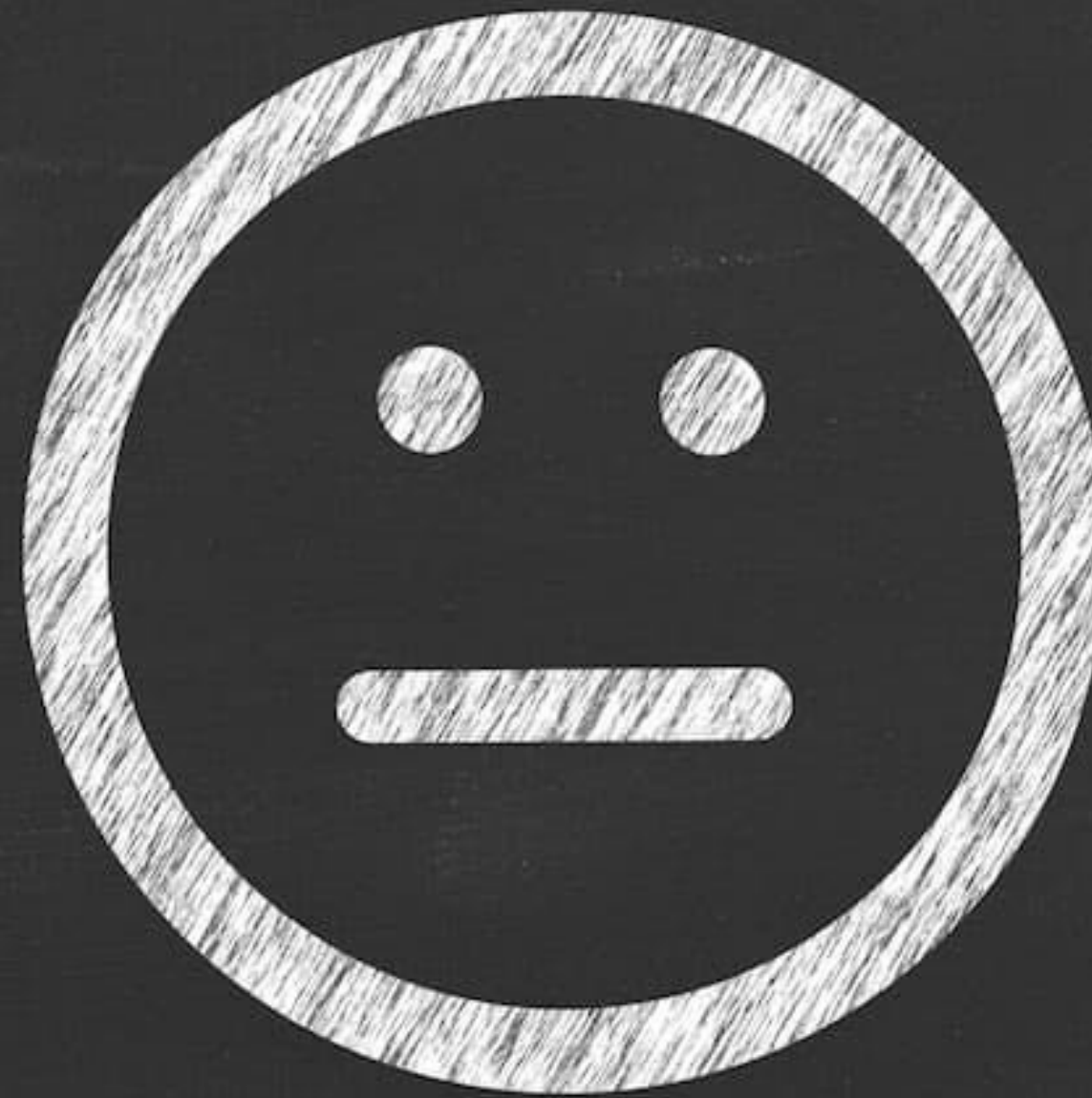
**Maintain Good Mental and
Physical Health**



Dress for Success



Exercise



Stay Positive

A hand is shown holding a glowing, wireframe globe. The globe is surrounded by several circular icons representing different technologies: a smartphone, a laptop, a server rack, a database cylinder, a person, and a desktop computer. The background is a blurred image of a server room with rows of server racks. The text "Become the Master of Virtual Real Estate" is overlaid on the globe in a bold, black font.

Become the Master of Virtual Real Estate

Launchpad

Leads

Filters

Saved Filters

Pipelines

Labels

Sites

Contacts

Communications

Calendar

Plans

Properties

Website

Agents

Settings

Leads Dashboard

PRODUCT UPDATES

HELP CENTER

CONTACT US

Scott Foster

2

Mass Actions

Reset All

Refresh

VIEW: Default

25

1 - 25 of 312

Keywords: Scott

Status: Unworked

Status: In Progress

Status: Closed

Status: Trash

	NAME/INFO		PIPELINE	REGISTERED	PRICE/CITY	TIMEFRAME	LAST LOGIN	LAST TOUCH	NEXT REMINDER	ACTIVITY	ASSIGNED TO
Add New Lead											
<div><div></div><div>Scott Iggnore Foster</div><div>000-000-0000</div><div>scott+2drip@andersonreg.com</div><div>0 Buyer</div></div>		<div>NEW LEAD</div> <div>Quick Actions</div>	8 mins Manual	\$ n/a n/a	n/a	n/a 0 Total	n/a -	n/a 0 Total	0 Views 0 Saved 0 Fav 0 Inq	SCOTT FOSTER UNASSIGNED UNASSIGNED	
<div><div></div><div>Scott Ignore Foster</div><div>56200000000</div><div>scott+drip3@andersonreg.com</div><div>0 Buyer</div></div>		<div>NEW LEAD</div> <div>Quick Actions</div>	12 mins Manual	\$ n/a n/a	n/a	n/a 0 Total	n/a -	n/a 0 Total	0 Views 0 Saved 0 Fav 0 Inq	SCOTT FOSTER UNASSIGNED UNASSIGNED	
<div><div></div><div>Scott Obuji</div><div>562-556-0597</div><div>scott+drip2@andersonreg.com</div><div>40 Buyer</div></div>		<div>NEW LEAD</div> <div>Quick Actions</div>	1 day Manual	\$ n/a n/a	n/a	n/a 0 Total	n/a -	n/a 0 Total	0 Views 0 Saved 0 Fav 0 Inq	SCOTT FOSTER UNASSIGNED UNASSIGNED	
<div><div></div><div>Scott Test Ignore Gretzky</div><div>562556000000</div><div>scott+welcometest@andersonreg.com</div><div>0 Buyer</div></div>		<div>NEW LEAD</div> <div>Quick Actions</div>	20 days Manual	\$ n/a n/a	n/a	n/a 0 Total	n/a -	n/a 0 Total	0 Views 0 Saved 0 Fav 0 Inq	SCOTT FOSTER UNASSIGNED UNASSIGNED	
<div><div></div><div>Scott / Ignore</div><div>562-666-9090</div><div>scott+ignore@andersonreg.com</div><div>55 Seller</div></div>		<div>NEW LEAD</div> <div>Quick Actions</div>	76 days parkestates	\$ n/a Long Beach	now	76 days 1 Total	54 days -	n/a 0 Total	0 Views 1 Saved 0 Fav 0 Inq	UNASSIGNED UNASSIGNED JUSTIN KRAUSE	
<div><div></div><div>Scott Foster</div><div>562-556-0597</div><div>scott+test@andersonreg.com</div><div>38 Buyer</div></div>		<div>ATTEMPTED</div> <div>Quick Actions</div>	109 days www.searchsocala...	\$ 850k Long Beach	n/a	109 days 1 Total	105 days -	n/a 0 Total	7 Views 1 Saved 0 Fav 1 Inq	K.J. TICHEURST UNASSIGNED K.J. TICHEURST	
<div><div></div><div>Scott Foster</div><div>562-556-0597</div><div>sfosterdagn+pocket@andersonreg.com</div><div>38 Buyer</div></div>		<div>ATTEMPTED</div> <div>Quick Actions</div>	109 days www.searchsocala...	\$ 719k Long Beach	n/a	109 days 1 Total	105 days -	n/a 0 Total	15 Views 1 Saved 0 Fav 1 Inq	K.J. TICHEURST UNASSIGNED K.J. TICHEURST	
<div><div></div><div>Matthew Scott</div><div>760-217-4140</div><div>matthewscott.ai@gmail.com</div><div>86 Buyer</div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div>CONTACTED</div> <div>Quick Actions</div>	109 days google	\$ 610k Santa Ana 1st	3-9 months	25 days 6 Total	33 days -	n/a 0 Total	181 Views 2 Saved 1 Fav 0 Inq	JUSTIN KRAUSE UNASSIGNED JUSTIN KRAUSE	
<div><div></div><div>Scott Helm</div><div>816-529-7268</div></div>	<div><div></div><div></div><div></div></div>	<div>ATTEMPTED</div> <div>Quick Actions</div>	112 days google	\$ 4.00M Manhattan Beach	now	64 days 3 Total	33 days -	n/a 0 Total	16 Views 1 Saved	JUSTIN KRAUSE UNASSIGNED	

Launchpad

Agent

Broker

Leads

Contacts

Communications

Calendar

Plans

Properties

Website

Agents

Settings

Broker Launchpad

Wednesday, February 6

Today your team has 0 reminders due, and 0 tasks due.

Lead Trends

1239
Leads Registered
Last Month

432
Leads Registered
This Month

Top 10 Lead Cities

Phoenix

Maricopa

Scottsdale

Paradise Valley

Chandler

Glendale

Green

1

1

1

1

1

1

1

1

1

1

[This Month]

Top 10 Lead Sources

Trulia

Manual*

denver*

local searchgith...

NewSourceTest*

1

1

1

1

1

1

1

1

1

1

[This Month]

UPDATE

HELP

Gordon Roth

30

Pipeline

Activity

Transactions

How are these numbers calculated?

Yesterday

Last 7 Days

Last 30 Days

Year to Date

Custom Range

2309
Total Leads

392
New Leads

143
Appt Set

36
Showing

74
Under Contract

50
Sold

Agent ↑	Total Leads ↑	New Leads ↑	Appt Set ↑	Showing ↑	Under Contract ↑	Sold ↑
Casey Harrington	45	24	0	0	0	0
Devnonz Morrison	36	21	2	0	0	0
James Gordon	29	20	0	0	1	0
Mister Holder	30	7	0	0	1	0
Mark Lee	8	5	0	0	0	0
Test Listing	8	4	0	0	0	0
Bdr Agent	6	3	0	0	0	0
Matt Purdie	5	3	0	0	0	0
Test Loan	4	2	0	0	0	0
Emily Bishop	1	1	0	0	0	0

Showing 1 - 10 of 305 Agents

View All

iPad 11:28 AM 13%

End Meeting

Mute Stop Video Share Content Participants More

Switch Camera

Switch to Active Speaker

Scott

Nancy

Kiel

Nishita

Vanessa

Ka'

Blake

Mastering Technology in a Virtual Market

Thank you for tuning in to Workman Success Systems' **Wednesday Flash Briefing with Verl Workman**. [Zoom](#) is a great way to reach clients virtually anywhere in the world and is an ideal tool to use during the COVID-19 crisis. Practice always makes perfect, so create an account today and practice all of the tools it takes to be great at what you do.

[Click here](#) for a great Workman Success video to step you through the Zoom basics!

Once you have practiced the basics, move on to mastering your craft. As a real estate professional, here are the things you now need to master in a virtual marketplace:

- Going into your MLS to show your client important information such as:
 - Active listings, locations, and maps
 - Important details of the area such as school information and taxes
- Virtual walk-throughs of properties:
 - Be able to do a virtual walkthrough for all your listings
 - Take photos or make a recording for your clients of properties they are interested in
 - Be able to show the area around the house including the neighborhood and other important details about the property
 - Instruct your clients on comments *not* to say if doing a live walk-through while the homeowner is present
- Offer a full virtual listing presentation while COVID-19 restrictions are in place:
 - Make it available online
 - Explain why moving forward with listing or a purchase makes sense:
 - Show market trends
 - Explain how to move forward today safely & responsibly
 - Share recommended guidelines from the CDC
 - Have a resource folder to share with your clients



Be the Light in a Dark Place



**In the absence of leadership, the
world tends to believe the worst in
negative situations**

***“Lights are most beautiful when
surrounded in darkness.”***

-Jason Hull

- 1. Have a High Level of Execution of the Basics**
- 2. Maintain Good Mental Health**
- 3. Become the Master of Virtual Real Estate**
- 4. Be the Light in a Dark Place**

Go to: build4bounce.com



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-- choose an option --



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✓ -- choose an option --

My broker is not listed

ActivePipe

BoomTown

California Coast & Country Homes

Cardinal Row Real Estate

Century 21 Judge Fite

Coldwell Banker Realty - North Oaks MN

CINC

Dynasty Point

Equity Arizona Real Estate

HSA Real Estate

LucidPress

Pure Realty

Realty One Group Signature

Realty Associates - Texas

Realvolve

RE/MAX Advantage

RE/MAX Carriage House

RE/MAX Classic - Farmington Hills MI

RE/MAX Dynamics Realty - Concord

RE/MAX Executive - Carolina Home Site

RE/MAX First

RE/MAX Finest Realty - Kingston

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