



The COVID-19 pandemic was filled with unique challenges that no one could have anticipated. We adopted the phrase “social distancing,” turned our homes into offices, and added masks to the list of things not to not forget when rushing out the door.

The way that real estate agents conducted business changed dramatically as well. Digital meetings and virtual tours became the norm, while in-person showings came with increased cleaning protocols and safety procedures.

The path forward for real estate agents will certainly be shaped by the aforementioned challenges. To help agents navigate this new normal, we’ve compiled the following list of helpful tips:

- Build Your Professional Network:** Many Americans are moving more than two hours away from their current city due to remote work opportunities. This means that real estate agents should focus on building relationships with other real estate professionals across the region, throughout their city/state and across the country, to exchange referrals for clients planning a move out of or into their service area.

**-Connect with Clients on the Fence:** Consistently check in with individuals in your database who have expressed an

interest in potentially buying or selling. Historically low interest rates—coupled with an inventory shortage—are making the market quite attractive for buyers and sellers, so if your clients are in a good financial position, it doesn’t hurt to reach out about possibly entering the market.

**-Identify Clients’ Comfort Levels:** As the world works through the effects of the COVID-19 pandemic, many of your clients will have different comfort levels when it comes to in-person contact. Have an honest conversation with your clients to determine their preferences, before making an appointment.

**-Set Fixed Office Hours:** Transitioning to an at-home office has led many agents to feel like they’re on the clock 24/7. To increase productivity and avoid burnout, set consistent business hours and stick to them! Clearly communicate these hours with your clients so they know when and how to reach you.

**-Commit to Days Off:** Make the most out of your days off so that you feel more refreshed returning to work. Use your down time to recharge your batteries by taking walks in nature, trying a new workout or even reading a great motivational book.

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