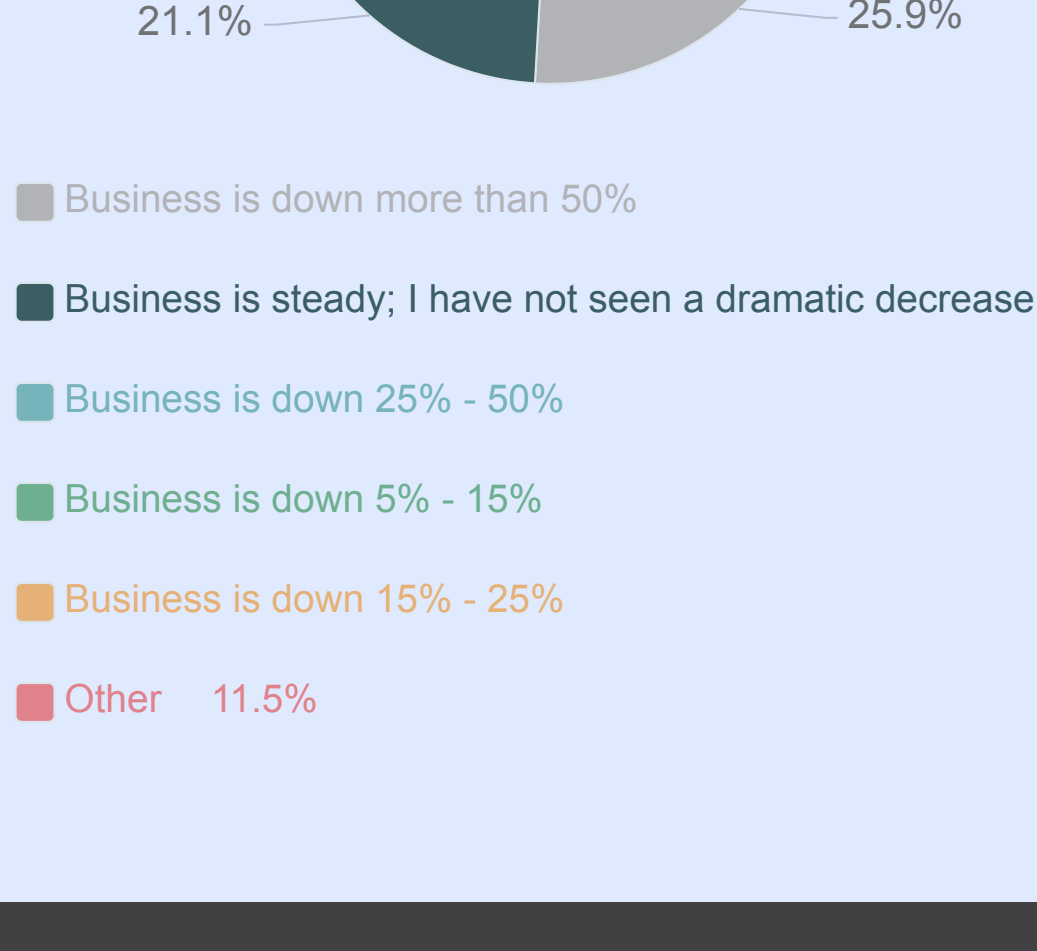


Coronavirus: How Are You Navigating Your Business Through the Crisis?

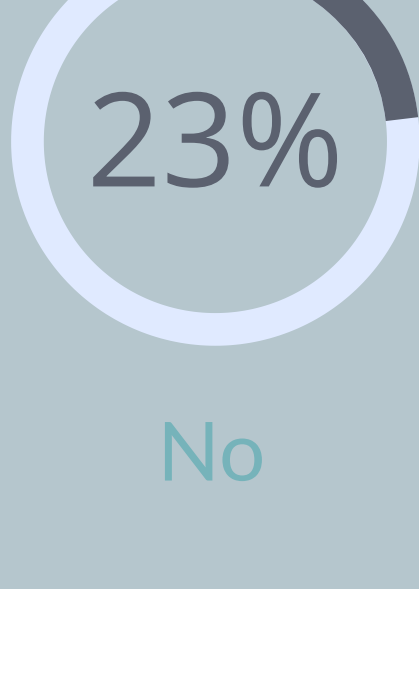
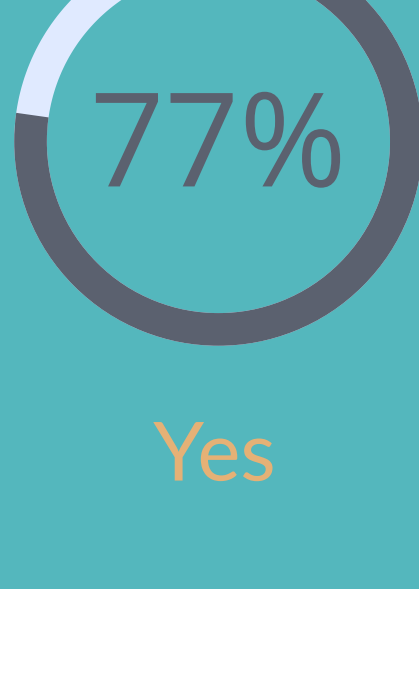
What best describes your role in the real estate industry?



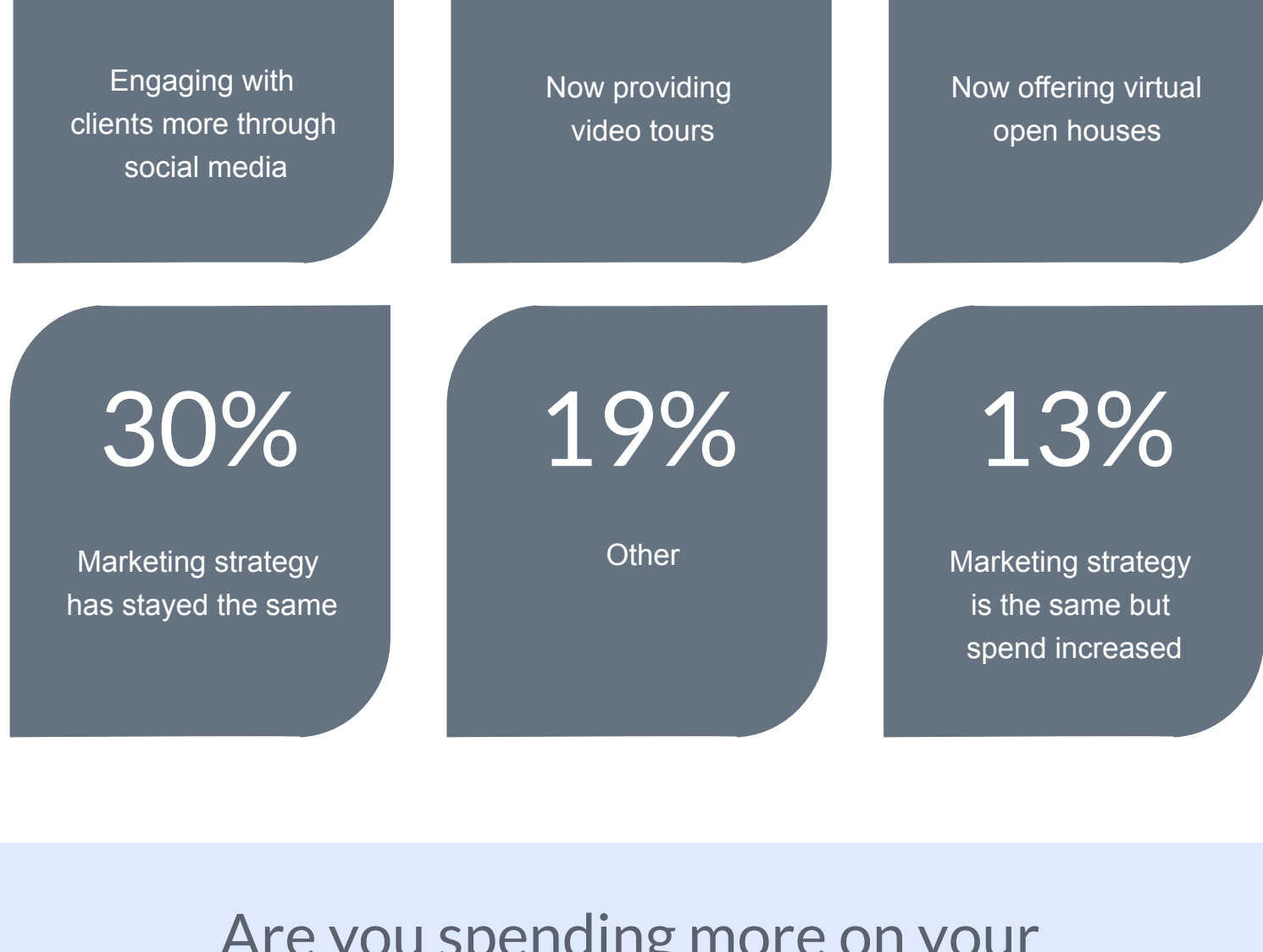
How has your business been faring since the outbreak of the pandemic?



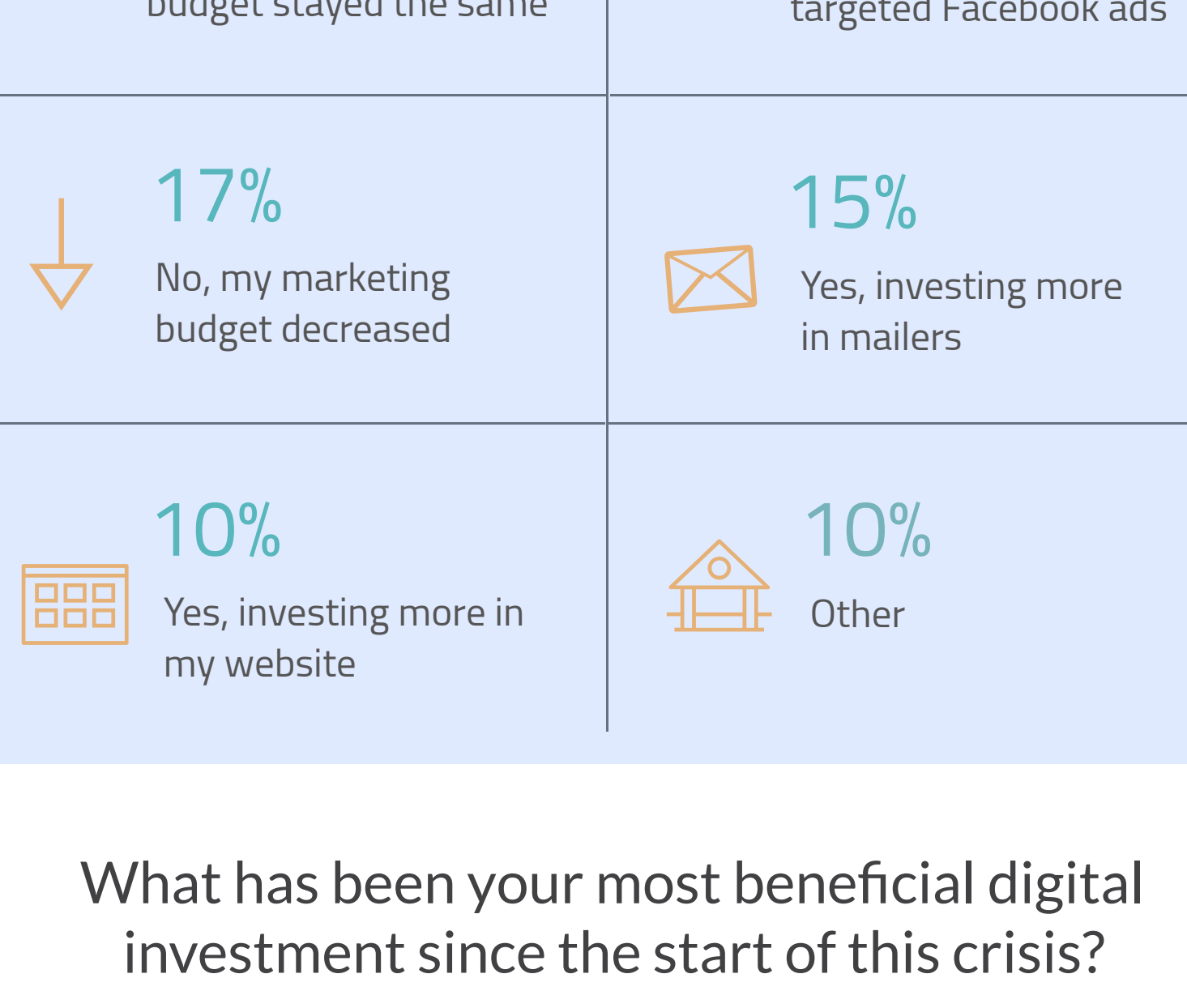
Are you still closing transactions?



In what critical ways has your marketing strategy changed during this crisis?



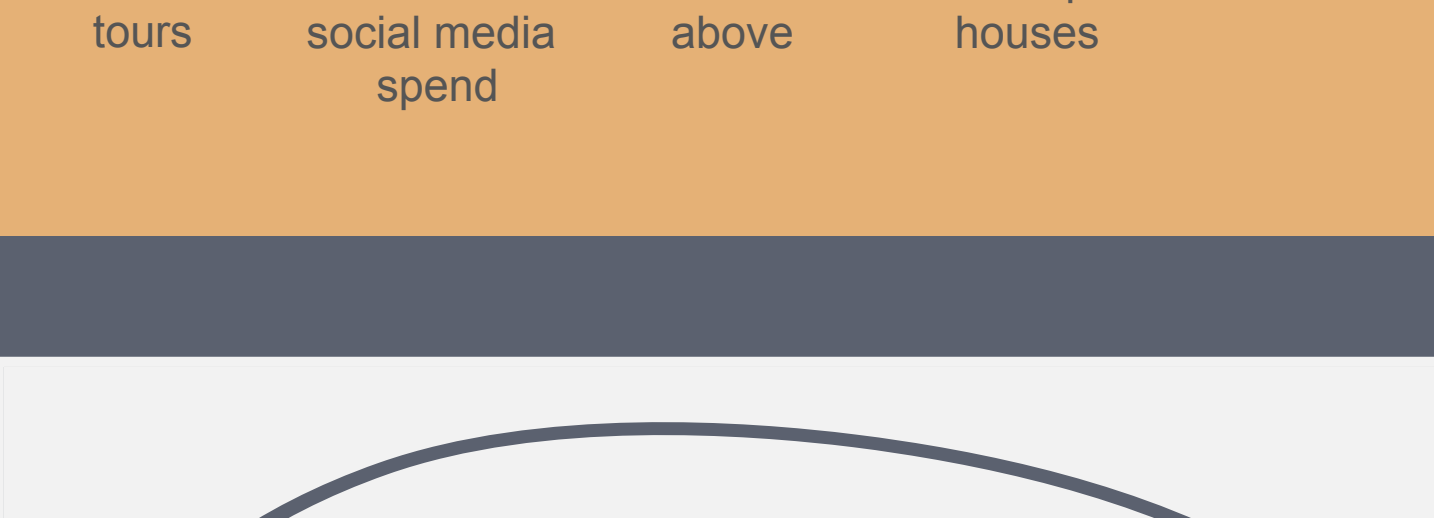
Are you spending more on your marketing in different areas?



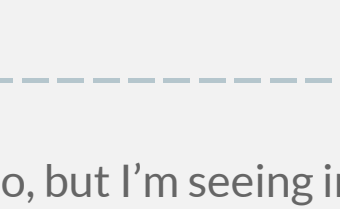
What has been your most beneficial digital investment since the start of this crisis?



Which of these investments do you plan to continue using after the pandemic ends?



Have more potential clients reached out to you via social media recently than is typical?



54% No, I'm not getting any more messages than is typical

22% No, but I'm seeing increased comments and other engagement on social media

19% Yes, more potential clients are messaging me on social media than is typical

5% Other

How are you preparing to re-engage your business as states reopen?

61% Reintroduce in-person showings with restrictions

42% Start going back to my office but on a limited basis

23% Other

11% Pull back on digital spend and return to more traditional marketing plan

Describe your overall strategy for operating during the pandemic, and how you plan to do business moving forward.



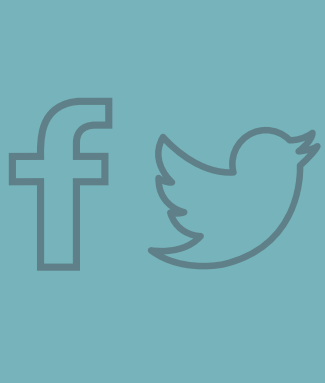
"I have been very diligent in practicing social distancing. Have done a lot more communicating via text and email."

"Leverage time and energy with video conferencing tools such as Zoom. Also conduct more webinars for both buyers and sellers. I've also increased my content output to keep my database informed and aware."



"Keeping in touch with past clients more, additional social media posts, and virtual house tours with every listing."

"Most important is to be safe when showing. Wearing mask, gloves and wiping things down after showings."



"Investing time and energy on more local social media contacts, past client contacts being increased and boosting Facebook ads."

"Safety first: distancing, limited showings with agents only, supply gloves, masks, booties, wipes and hand sanitizer. Virtual tours on MLS and via Zoom. Will stay the course as we move forward."

