

10 Tech-Savvy Ways For Realtors To Work Post COVID-19



HRG Construction Co.

Real Estate, Realtors, & Post COVID-19 Realities

Slide No

1

01

COVID-19 has hurled the world into a situation unlike anything modern society has faced thus far.

02

COVID-19 has changed consumer behavior drastically. Sanitization, social distancing, work from home etc have become The New Normal.

03

But there are some opportunities too. Bearish & uncertain stock market, falling bank FD rates, have made real estate look more promising & safe investment option.

04

In these challenging times, PropTech (Technology in Property Business) takes major strides to transition from a luxury to a necessity.

05

This report is an effort to incorporate technology into realty business to find a sustainable way forward.

Objectives

1

- To Create Brand equity of the Realtor by utilizing technology.

2

- To effectively use various digital communication channels/platforms to engage with the audience.

3

- To create a tech-driven sales process that will help realtor to convert potential leads.

Building Brand Equity

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**Brand
Awareness**

**Name of the
Realtor is known
as a reliable
Realty
Consultant.**



**Brand
Recognition**

**Realtor's
Specialty &
Positioning is
recognized.**



**Brand
Preference**

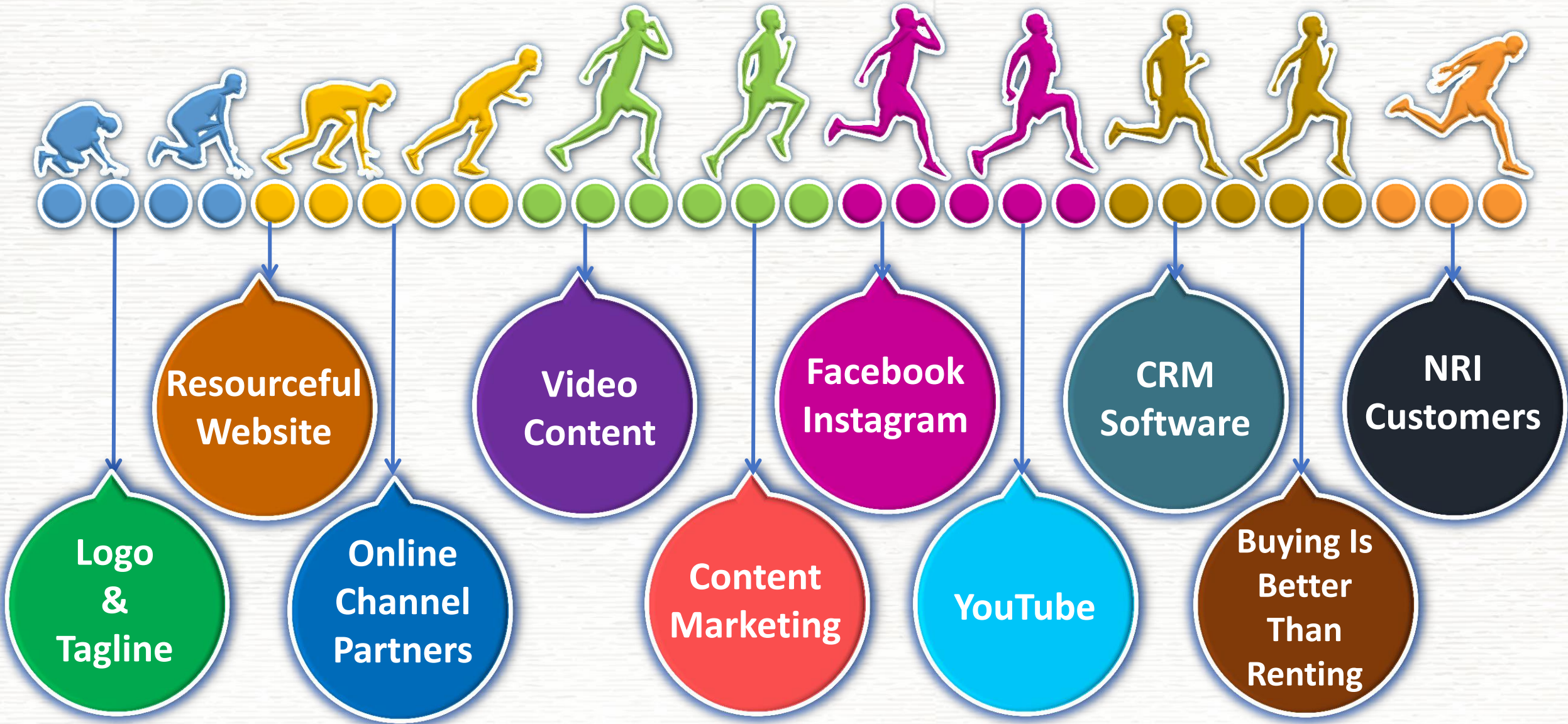
**The customer
prefers the
Realtor while
making purchase
decision.**



**Brand
Loyalty**

**The customer
recommends the
Realtor to
others.**

The 10 Ways



Logo & Tagline

The logo should be able to vividly represent a Realtor.

The Logo should be distinct & it should be able to target the audience.



The Tagline should convey Realtor's message clearly.

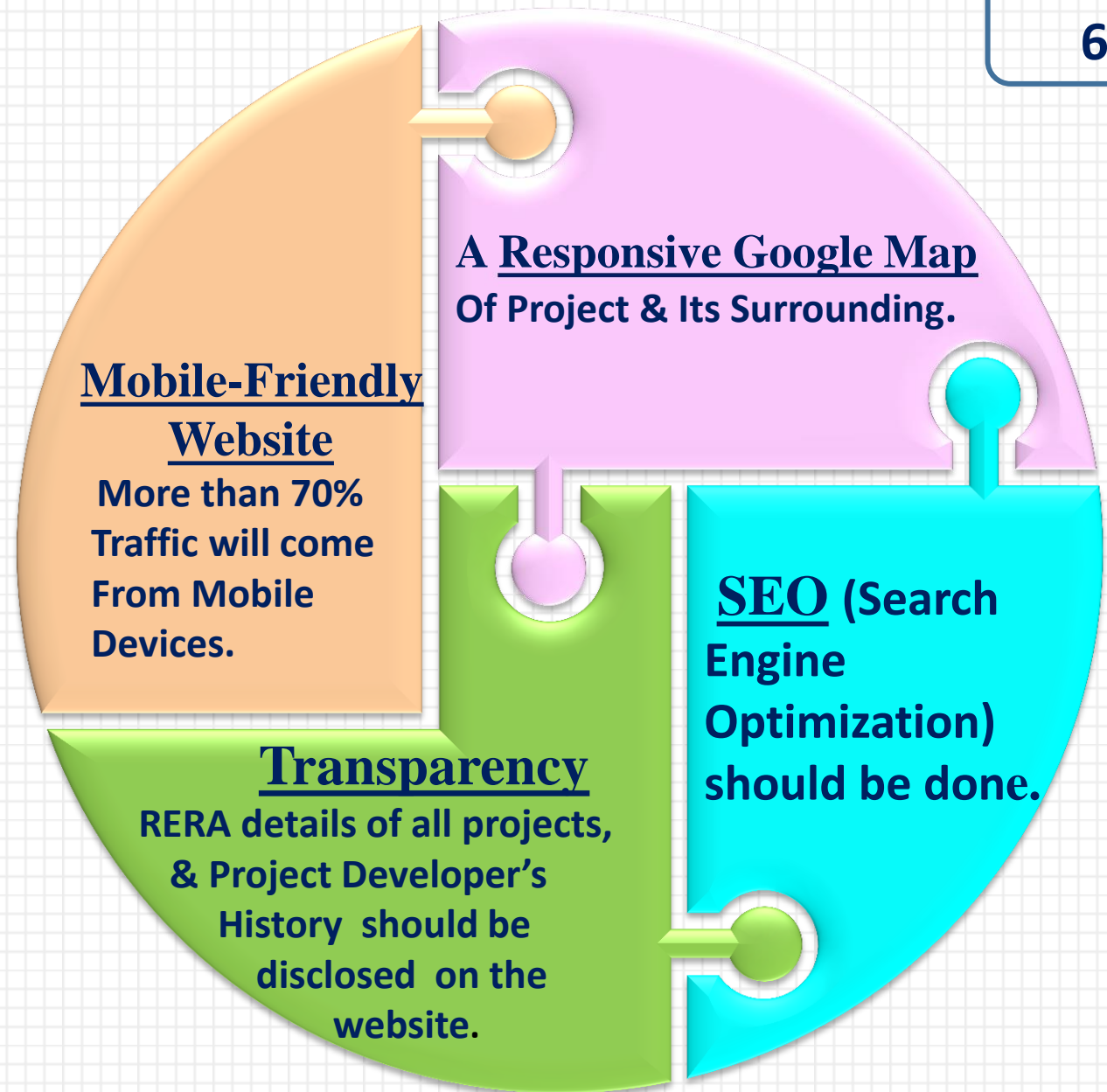
"Where Dreams Come Home"
"Let us Guide You Home"

"How Real Estate Gets Real"
"Client Focused, Result Driven"



Resourceful Website

- The website is like a brochure of a company. It should have each & every detail of the company.
- Creating Website is very easy & affordable these days. One can create their own website by using **Web Hosting services** such as –
 1. Wordpress
 2. WIX
 3. Squarespace
 4. Site123
 5. HostGator.



Google My Business Page

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Zero Cost

Google My Business Page can be created & maintained at free of cost.



Easy To Operate

Google My Business pages are easy to create, edit & maintain. It can operated through a mobile phone as well.



Reviews Questions & Answers

Google My Business contains information such as contact, directions, & Reviews. It has a Question & Answer section in which customer can get their doubts cleared.

Google My Business page is for those who cannot afford to own a website. Below is the screenshot of a Google My Business page of a New York Realtor.

New York REALTORS Corp

New York Realms

Website

Directions

Save

3.0 ★★☆☆☆ 4 Google reviews

Real estate agency in New York City, New York

Address: 214-15 Jamaica Ave, Queens Village, NY 11428, United States

Hours: Closed · Opens 10AM ▾

Phone: +1 718-464-0055

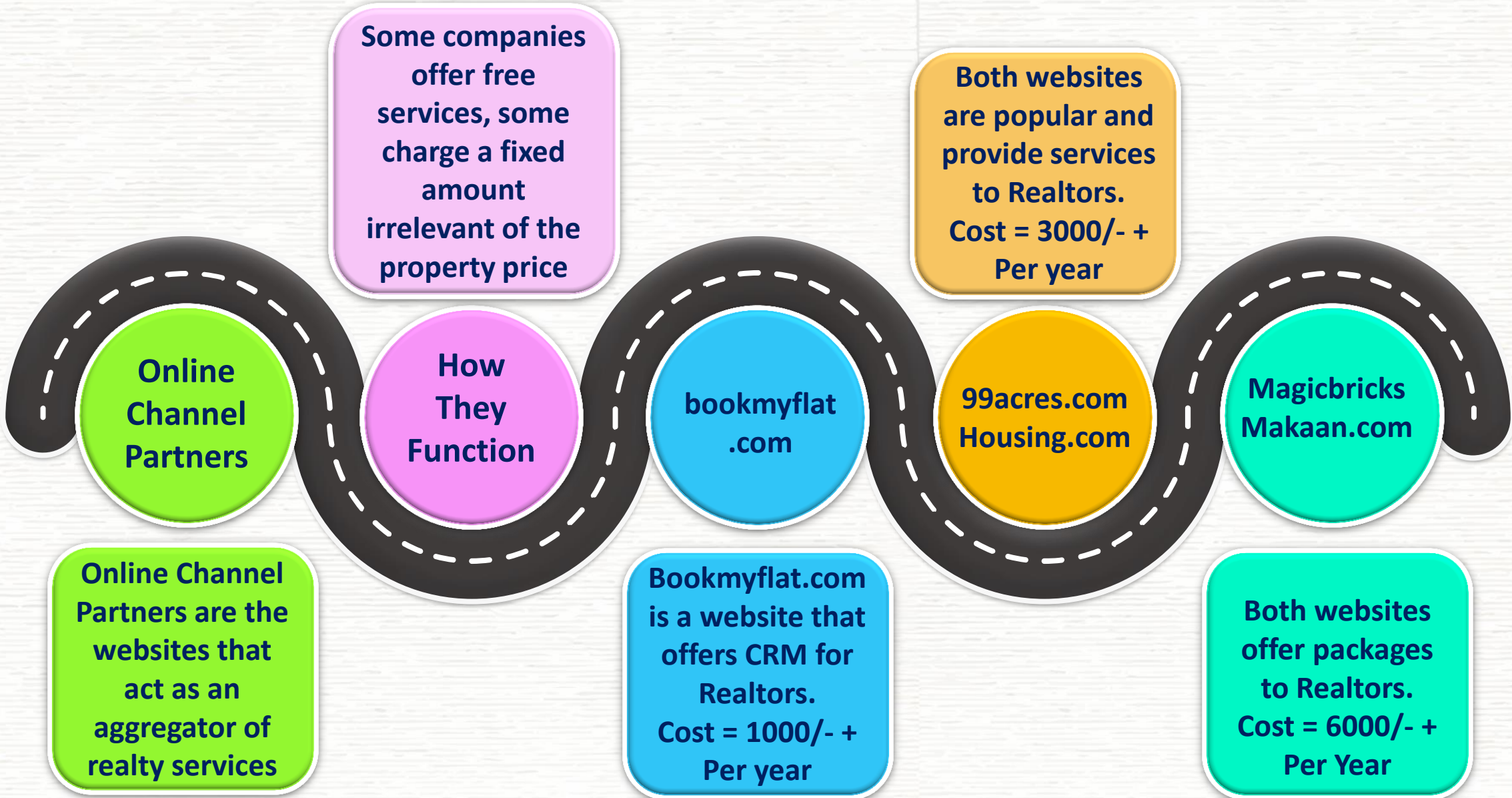


Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

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Online Channel Partners



Video Content

Slide No

9

Past-Customer Experience

An interview or chit-chat with a past customer about her experience with the realtor can be conducted to highlight the service given to the customer by the Realtor.

01

Introduction of The Realtor

A video of the realtor that conveys vision & mission of the realtor should be shared

02

360 Degree Video

A 360 Degree video of the flat, all the rooms, washrooms, the interior & the amenities should be shared.

03

Influencer Marketing

An interview or a site-visit or a chit-chat video with an influencer/celebrity can be made. A video with an influencer will be 10 times more effective than a normal video.

04

Drone Video

A drone video of the project, including the buildings, the amenities and the nearby landmarks should be shared.

05

Content Marketing

Slide No
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Blogs

Sharing blogs on all platforms is a great way of promoting a Realtor/firm. Blogs can be written by the Realtor or other's blog can be shared.

News

Relevant News articles, editorials, & magazine articles should be shared on all platforms.

Reports

Statistical, Predictive .or any Reports by reputed agencies, consultancies should be shared.

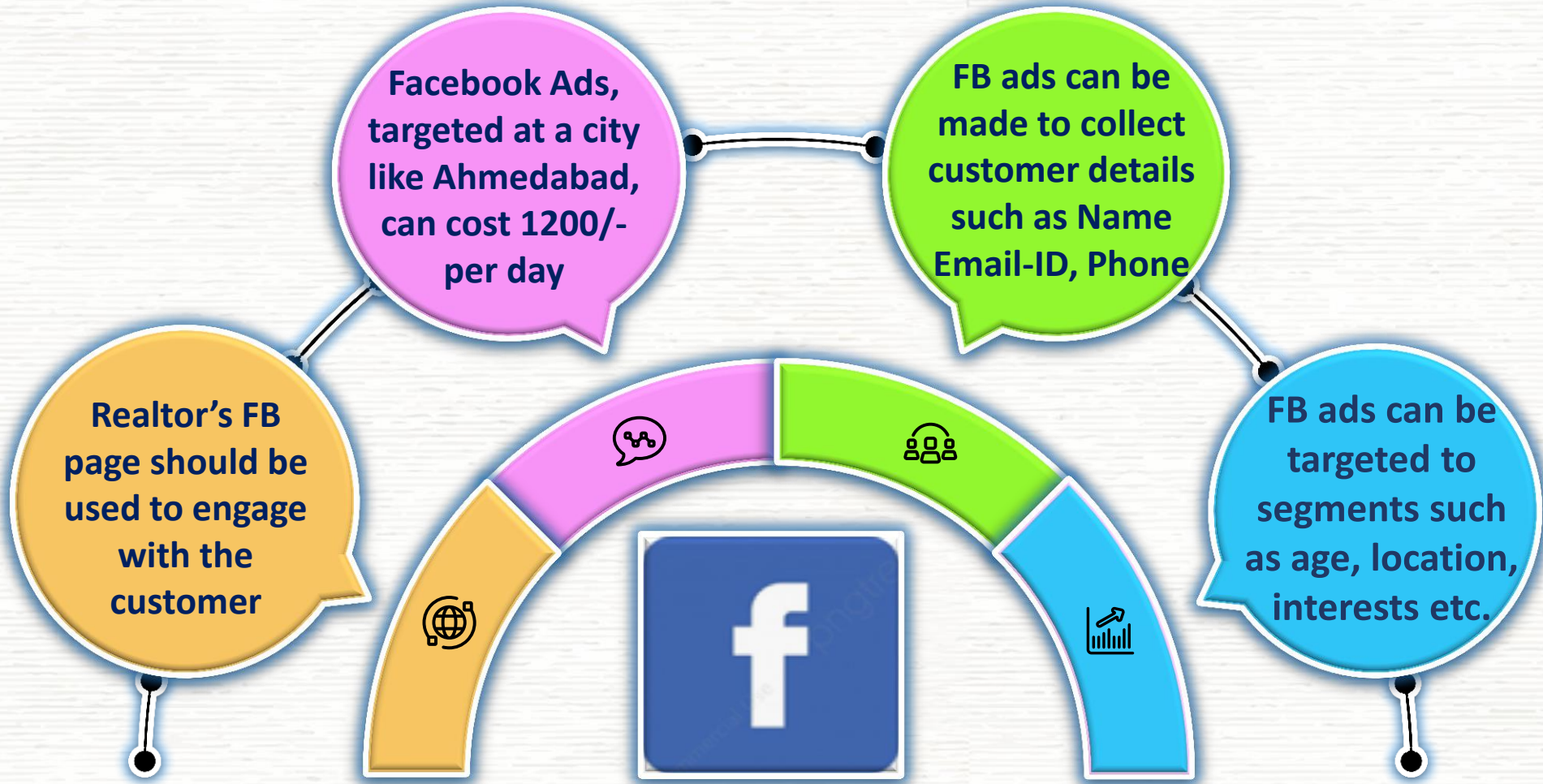
Videos

Video Content, as elaborated in the previous slide, should be shared on all platforms.

Interviews

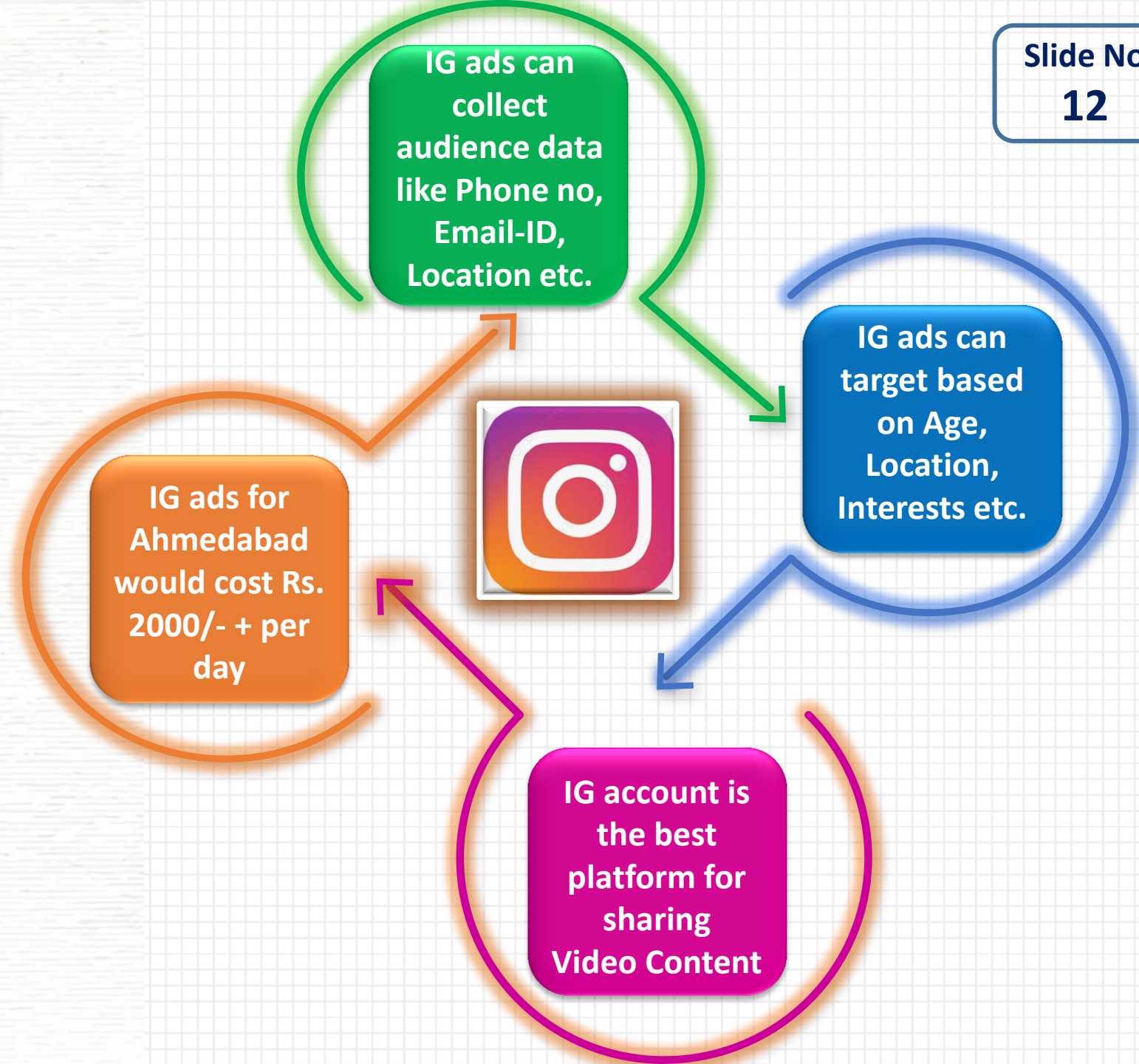
Relevant interviews of industry experts should be shared on all platforms.

Facebook



Instagram

- Instagram is mostly used by the millennial.
- The millennial are the main drivers of real estate sector's growth.
- Hence, Instagram should be used to engage with the millennial population.





YouTube

1 YouTube Channel can be used to share Video content

2 YouTube ads, for Ahmedabad, would cost approx. Rs.10,000/- per day

3 Cost-Per-Click Ads would cost Rs12,500/- per day for a total of 50k Views

4 YouTube ads can be used to collect customer information or to redirect audience to the website.

CRM Software

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CRM software helps realtors keep track of the leads. CRMs offer some features at free of cost. Individual realtors can use the free version.



CRMs can schedule a message or a call to a lead. CRM can also receive & save a message from a lead



CRMs can be integrated with Facebook & Instagram so that CRM can receive leads from advertisements on the same



CRM can filter out unwanted leads as per realtor's expectations



Top 10 Most Useful CRMs For Realtors

1. Zoho.com
2. Bidhom.com
3. Proptrtybase.com
4. The wise Agent
5. CRM4sure.com
6. Kapture CRM
7. BEGIN by ZOHO
8. Leadsquared .com
9. B2BBricks
10. Daebuild.com

Buying Is Better Than Renting

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A New trending thought/mindset has developed in Millennials that says
“ Why Buy, When You Can Rent”

The Customer needs to be enlightened by showing comparison between home loan EMI, & Home Rent for a certain duration.

The comparison will prove that, in the long term, buying is better than renting.

The millennial should be told that Investment in Real Estate can be more safe & beneficial than Bank FDs, & Debt Funds.

All the previous requirements can be achieved through a
Online Comparison Calculator



NRI Customers

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Real estate sector is the safest investment option. Real estate sector has done better than FD, & Debt Funds.

Social Media can be used to engage with the NRIs. NRIs can targeted using Location-wise ads on FB & Instagram.

Realtors can assure NRIs of monthly rental income. This will make Real estate option more attractive.

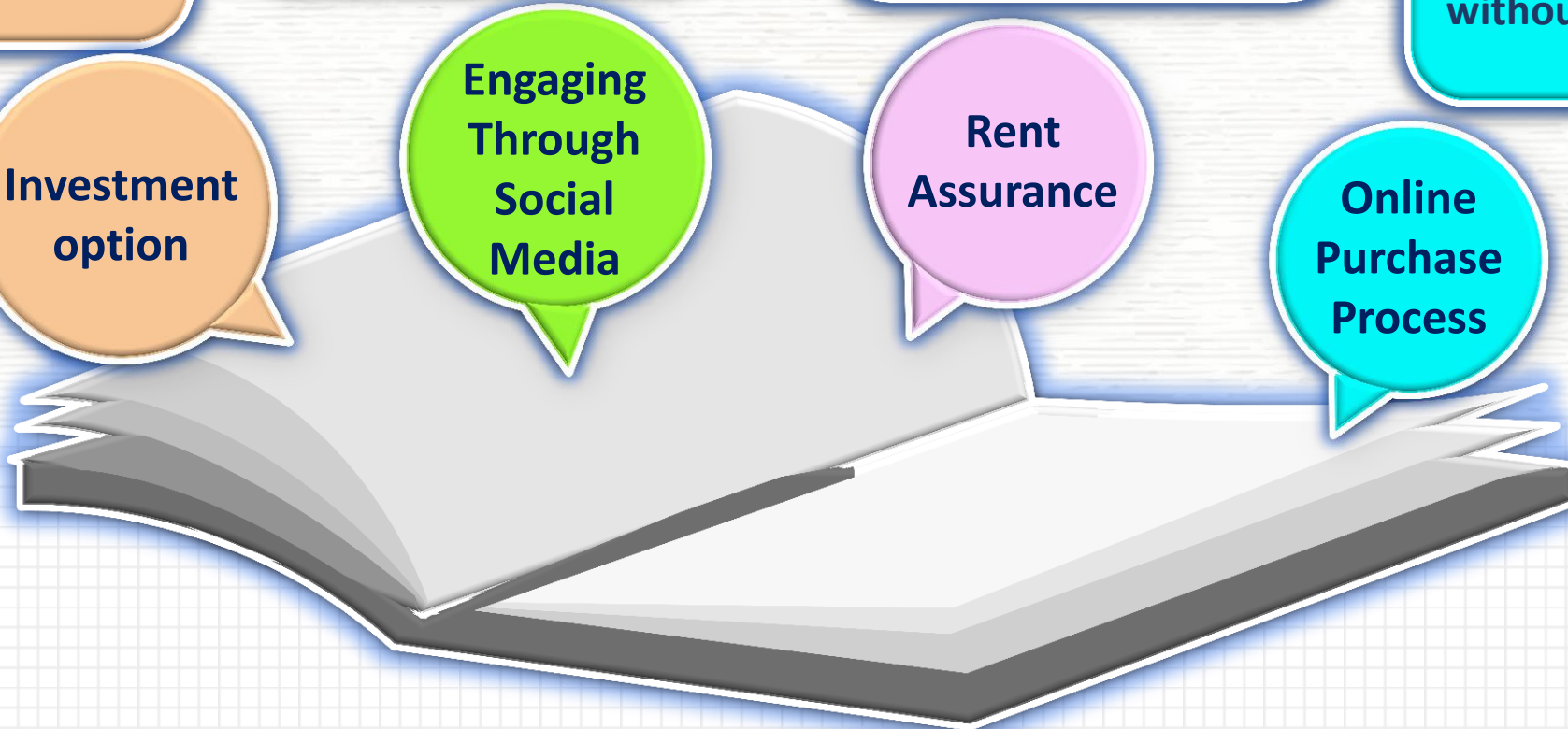
Realtors can make purchase process online so that NRIs could purchase property without having to come home.

Investment option

Engaging Through Social Media

Rent Assurance

Online Purchase Process



The Way Forward....

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- In the survey, “Impact of COVID-19 on Real Estate”, conducted by HRG Construction Co., it has been observed that –

35% of the respondents are planning to buy a flat in the next 12 months.

“Alternate Investment Option”, & “Renting instead of buying” are among the Top 5 Reasons to delay property purchase.

43% of the respondents are ready for online transaction during property purchase.

- **Realtors should adopt Omni-channel approach and should make themselves present on all digital platforms.**

- **CRM software will help realtors keep sales process more organized.**

- **One of the biggest hurdle in real estate sales is millennia's new thought school that says “Why Buy, When You Can Rent”. Realtors need to take innovative measures in order to convince the millennia.**

THANK YOU

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