

THINGS TO DO WHEN THERE'S DOWNTIME

Checklist

Small tasks that produce a high amount of ROI.

- ☐ Check-in with past clients and SOI
- ☐ Send handwritten notes
- ☐ Schedule virtual happy hours
- ☐ Update your mailing list
- ☐ Call to get updated emails addresses/contact info
- ☐ Review your business plan
- ☐ Review your marketing plan
- ☐ Create an 'About Me' video
- ☐ Learn Google Adwords
- ☐ Contact your out-of-state clients
- ☐ Clean up your CRM
- ☐ Learn a new technology like BombBomb emails
- ☐ Adjust your prospecting scripts
- ☐ Create a drip-email campaign for e-leads
- ☐ Update your Facebook business page, including about sections
- ☐ Learn how to use Instagram Stories
- ☐ Add an 'About Me' video to your LinkedIn profile
- ☐ Verify your business with Google
- ☐ Create a Facebook Group for your community
- ☐ Host LIVE Q&A sessions on Facebook Live
- ☐ Send virtual "Thinking of you gifts"
- ☐ Host a "What you need to know" webinar
- ☐ Update your buyer or listing presentation
- ☐ Create a self-promotional brochure
- ☐ Attend other virtual open houses
- ☐ Go for a walk



Brokers > Agents
Elevating the Standard™



BREAKTHROUGH
BROKER

This is not intended to solicit a currently listed home
Information is deemed reliable, but not guaranteed.

