



Twelve Actions Agents are Taking to Make and Keep Connections during 'Lockdown'

Showing people you care about them, not just about commissions, has always been the mark of a great Realtor. Now, it's ever more important to demonstrate the big hearts of our Realtor community. Here are twelve actions of wonderful Realtors across the country. What can you add?

- Create a brainstorm group of agents to share ideas on connections—from Sandee McDuffie, Las Vegas, NV.
- Interview area experts (doctors, attorneys, schoolteachers, health experts) in a Facebook live or Zoom call. Record these. Publish to Facebook, with an ad to boost. Joshua Service, Bellevue, Wa.
- Create a food drive for those in need.
- Support your favorite local restaurant by publicizing it on your Facebook page. Diane Lucas, Bellevue, Wa.
- Take a 'care package' of masks, gloves, hand sanitizer etc. to your clients
- Send a short video with a list of all types of resources to your client base. Sandee McDuffie, Las Vegas. NV.
- Send a gift that resonates with them and you: One agent sent peanuts with a card
- Drop off some pansies with a note
- Going through your database (or your phone) and just catching up with people you haven't talked to for awhile. They appreciate your caring!
- Share a book you just read or love (positive) with a text, then a note with the book, and then another text
- Send something in the mail often: \$50 grocery card with thank you note; Starbucks card
- Publish the latest statistics from your MLS ; share with clients. In some areas, that's great news! Compare with last December. Chris Cross, Bellevue, Wa.

