

Scripts for COVID-19 Objection Handling

Courtesy of Coach Jeff Mays.

Use this script or adapt it to connect with buyers during these uncertain times.

Objection: "I'm worried about buying a house right now."

- Let's look at the big picture with some common sense.
- Does your main source of income come from the stock market? (No)
- You're not a bond trader or stock broker? (No)
- Is all your down payment coming from the stock market? (No)
- Okay, so it's not that big a concern from a financial point of view? (No)

Objection: "But what if I lose my job?"

- You can lose your job at any point, right? (Yes)
- Are they laying people off at your work? (No)
- And if you lost your job, you would get another job, right? (Yes)

Objection: "What I'm more worried about is.... I should just wait..."

- Rates will go up! You would pay more and you would have missed the best time to buy, which is right now. And if rates stay the same or go down, values go up.
- Waiting is never a good option. So...what is the real issue as to why you want to stop looking?
- If I found you the perfect home would you want to know about it? (Yes)
- Ok... so we are still looking, right? (Yes)

Sample Advice from an Agent During COVID-19

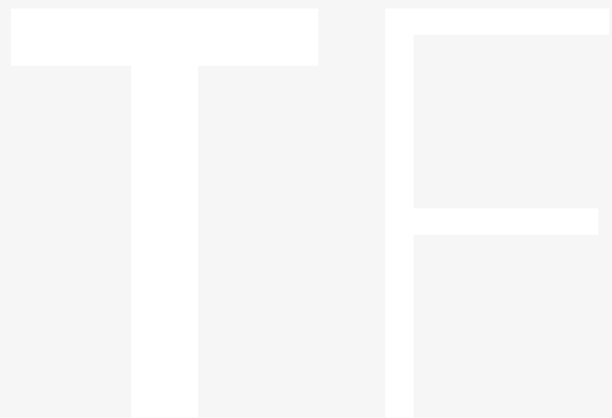
Courtesy of Sergio Gonzalez

Include Sergio's advice below in an email to your database or adapt it and use it conversation with nervous buyers.

3 Things to Consider if You May Lose Your Job Due to COVID-19

1. Consider refinancing ASAP to secure an equity line to use in case of financial stress. You have equity in your home. The cost of this is usually about \$500 processing fee and cost of appraisal. Go directly to your bank.
2. Consider leasing out your home before going delinquent on your mortgage. The rental market continues to be strong and is in high demand. This can even be a short-term option which typically commands a premium rent.
3. Call your creditors and ask them if they are working with their borrowers on forbearance programs due to lay-offs from coronavirus.

We will be working closely with lenders to find out what additional measures they will be taking in regards to underwriting in the current lending environment. Feel free to reach out for any confidential conversation you'd like to have.



Sample SOI Email During COVID-19

Courtesy of Sergio Gonzalez

3 Things to Consider if You May Lose Your Job Due to COVID-19

Hi, my name is ___ as most of you know I am a real estate agent at ___. In these uncertain times, we realize that people will continue to buy and sell real estate, for many reasons. But now, it's time to adjust our approach in this sensitive environment. Over the last few weeks we've been listening to some fears about going to see homes, putting your home on the market, and ways we're going to work together to sell your home.

Here are just a few things we are initiating effective immediately to keep our clients and community safe.

- We are screening every buyer and renter who wants to see a home. This means asking EVERY buyer and renter questions about where they've been, if they've been exposed to anyone who's been exposed to Covid 19, and if they have anyone who is at high risk at home or in their care.. We screen sellers, renters and current tenants so we're not unknowingly bringing you into an infected zone.
- We are maximizing technology to help with scheduling and signing in. This starts with scheduling showings using the internet so all you have to do is show up. If we do run an open house, we have technology that allows clients to sign in using their own phone or digital format. And if, god forbid, technology fails us, we have a box of pens standing by so each person gets a pen. We have a supply of gloves, hand sanitizer, and toilet paper. We will also be utilizing the power of video on social media. I don't know about all brokers, but I do a video for every property I list, and now we're also doing more thorough property tours so we can share with those who can't come see the homes.
- For those who can't travel to view, this is exactly when we use the technology! Buyer and seller consults can be done via Zoom or Facetime. We can use Facetime to tour homes in real time. I've rented and sold multiple properties without the buyer or renter ever stepping foot in the home.
- We may ask you to stay out of your home a bit longer so we can get more people in, one at a time, instead of everyone coming in a 60-90 minute window
- We're offering complimentary supplies and services so you can make sure your home is clean after each showing. We have Lysol, disinfecting wipes, and cleaning people standing by.
- If you have anyone in your home who's at high risk, we absolutely trust that you will make the right decision about exposing the outside public to your home.
- If you do not need to buy, sell or rent immediately, we're going to be here when it's safe to come out. If you don't have to see a home now, we can wait! Homes will be coming off the market and coming on the market every day! The right home will be there when it's time!

As real estate agents we are also concerned about our families, so we may try to accommodate showings with fewer people, do more virtual tours, etc. Here's what I know: COVID-19 is impacting all of us, even those who don't have any real estate needs. Now, more than ever, if you need anything, from financial advice, tax advice, planning, travel, health etc, I am here to connect you. And for those of you who are unable to go into public, I am happy to help you get the things you need. My number is below. We are literally all in this together, so please, don't be embarrassed to reach out!

Sample Social Posts During COVID-19

As agents and communities across the country deal with the impact of COVID-19, use these ideas to encourage your community.

Social Post, courtesy of Coach Eileen Rivera.

I am not an alarmist.

My glass is almost always half full I live in ENTER ZIP CODE.

I'm not elderly (getting close) I'm not diabetic.

My heart is strong.

I work a lot AND have a lot of flexibility.

If you or someone you know is concerned about being out in public, I'm happy to pick up prescriptions, water, pet food etc., call me.

XXX-XXX-XXXX

Social Post, courtesy of Treasure Davis.

To our clients, friends and family.

Over the past few days, it's become clear that the world is facing some challenging times. We are deeply concerned and equally committed to keeping our community and families safe and healthy.

We have a few ideas we wanted to pass along to everyone:

1. If the school closures have you concerned with your child not eating breakfast or lunch please let us know. We will do what we can: a box of cereal, milk, pb/j. No judgement, only love.
2. If you are in need of a moving van to move a college student out of the dorms or need it for any reason, it is free for our community, friends and clients.
3. If you are concerned with being in public we are happy to pick up prescriptions, pet food, groceries. We live to love well.
4. Is it time to refi? Consider refinancing asap to potentially secure an equity line of credit in case of financial distress. You have equity in your home. Be aware of people scamming. Contact a trusted professional to ensure you do not become a victim of a scam.
5. This is the time to sell with the proper protocol in place and we are ready to ensure that. We are maximizing technology in innovative ways. Who represents you matters.
6. Interest rates are at an all time low, now is the true time to buy a personal home or an investment property. Who represents you matters.
7. I wanted to write this post to share how we are responding as a company to the situation. We are humbled by your loyalty, and we take our responsibility to our clients, friends, teams, community and our partners very seriously. We have proudly served this community since and will strive to be a vital part of giving back to our community every single day