

TIPS LEARNED FROM THE BEST AGENTS

SALES



USE VIDEO

It is now more important than ever to use video when marketing a property. The use of videos and virtual tours help protect the health and safety of buyers and sellers alike during the current pandemic.

Not only this but video :

- Allow more people to see the property
- Helps your website's SEO
- Provides great content for Social Media



YOUR NEW SHOP WINDOW

Your website is your new shop window and it should present a professional image with the goal to attract new landlords and vendors.

- **Captivating Homepage** - draw your visitors into the site (e.g Drone footage of Local Area)
- **About Us** (Pictures of the Team) – People want to do business with people
- **Moving to the Area** – Mention local amenities, clubs, restaurants etc (Great for SEO)



YOUR NEW SHOP WINDOW

- **Video** – Try have a video for as many listings as possible (Great for SEO)
- **Sold/Let Properties** – Prospective Vendors/Landlords want to see what you've sold/let before
- **Live Chat** – Inviting visitors to engage with you
- **Forms** – A great way of identifying visitors and getting their email address e.g Free Valuation

Take a look [here](#) at some of the websites crafted by our designbricks team!



2 IS BETTER THAN 1

Get a second screen for your pc, you won't look back.

Dual monitors have been proven to increase productivity by 20-30% according to The New York Times's report.



REUSE THE INFO YOU HAVE

Keeping a **record of interested parties** helps if a sale falls through or when similar properties come to the market.

A step further is to **record their basic requirements** (beds, area, price). This helps you **build a relevant database** to call upon when looking for your next buyer.

Maintaining these records does not need to be time consuming, using a CRM like Acquaint can manage these records and in suitable properties at the click of a button,

P.S Don't forget to ask for consent and if it ok to keep their info on file (GDPR)

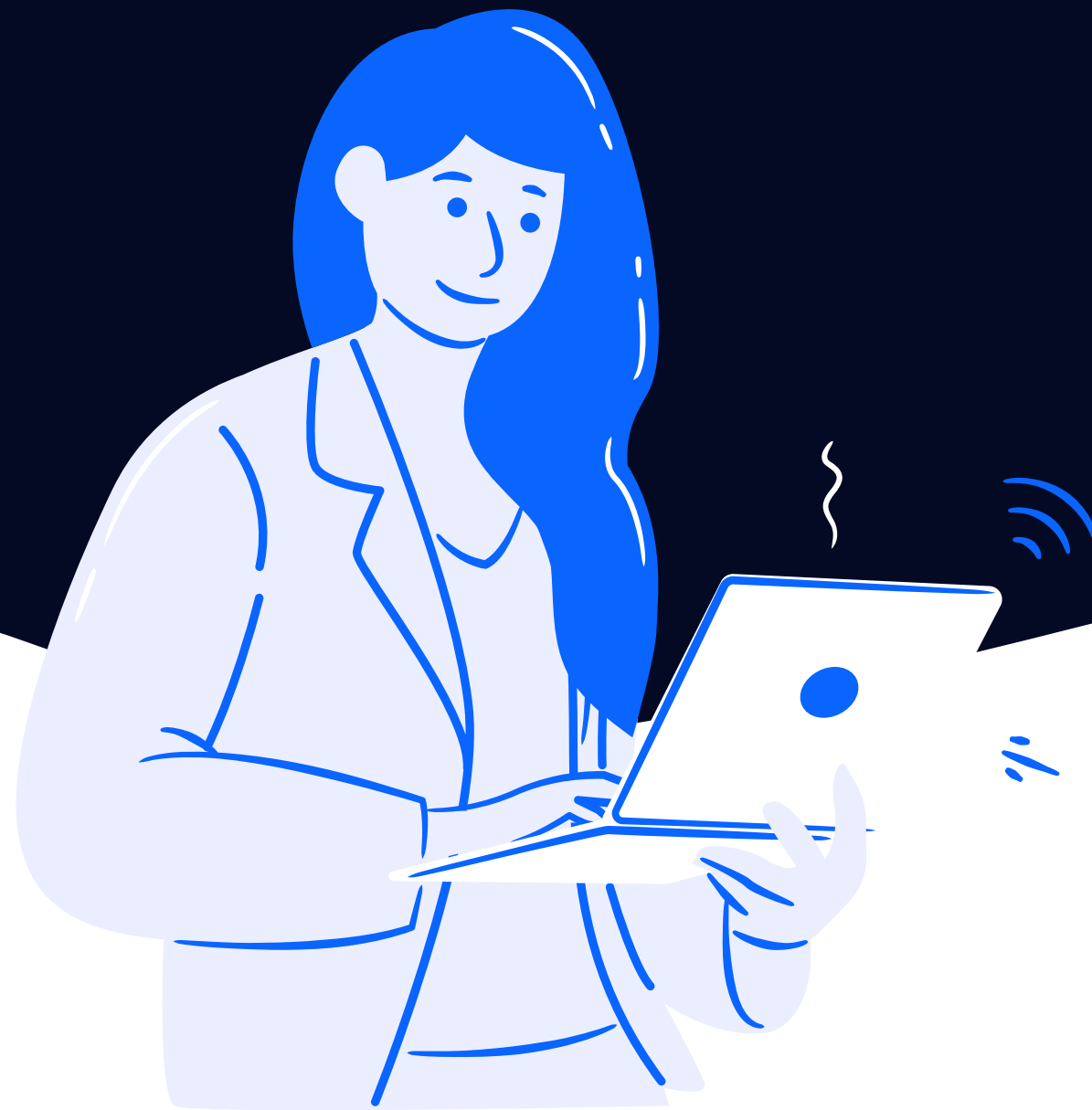


E SIGNATURES

Streamline the signing process by getting all correspondence e-signed. This not only saves time but also makes tracking what is yet to be signed easy.

If you aren't using Acquaint here are some platforms you can check out:

[Adobe](#) / [DocuSign](#) / [Signable](#)



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by Acquaint CRM **

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