

WEBINAR

Keeping your agency / brokerage running in a COVID-19 world

Date 08 April 2020 | **Time** 11:00 A.M.

Facilitator

Mark Buttress, CEO

Speaker

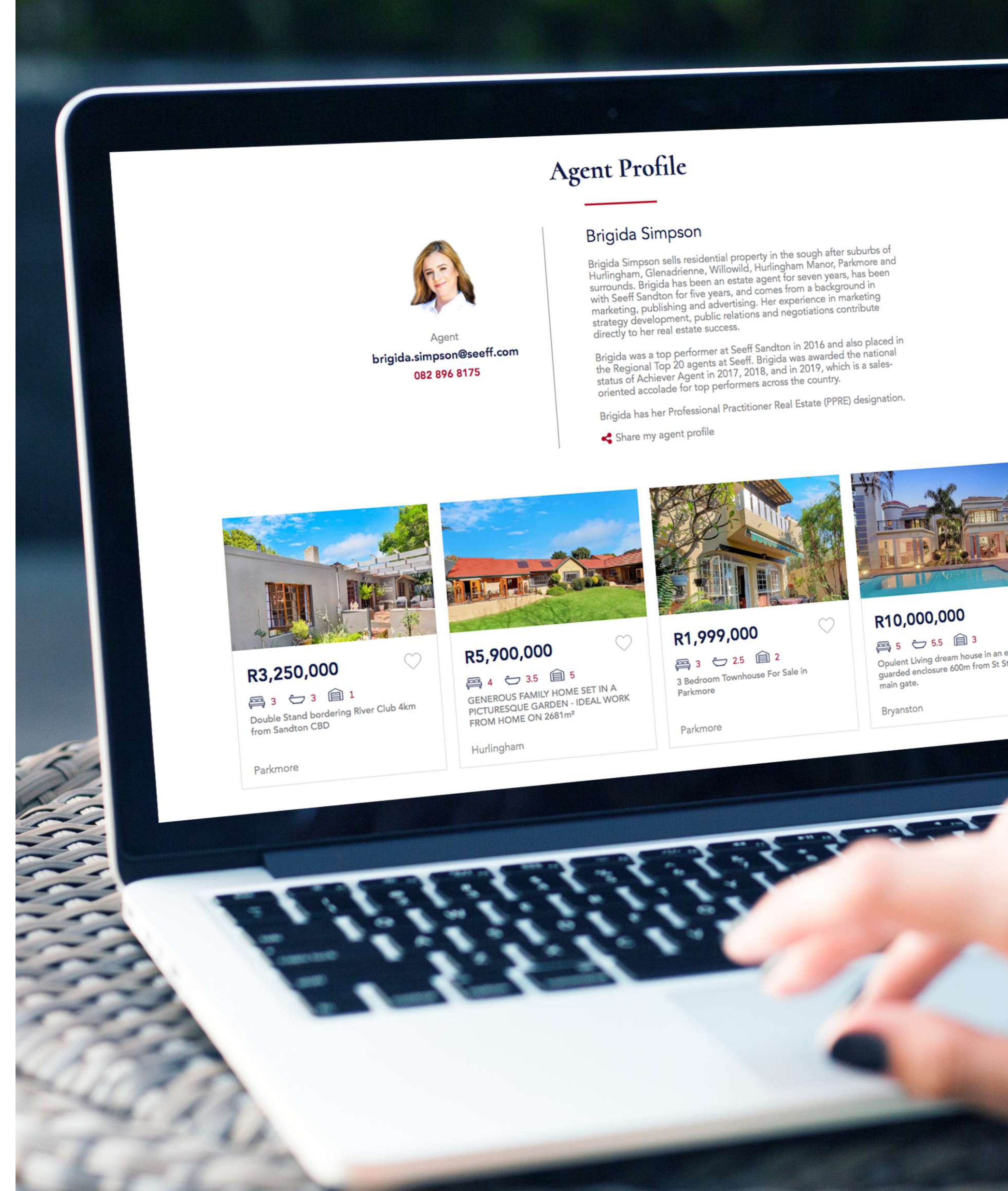
Nic Warrington, Creative Director



March Webinar Recap

Building your brand as
an agent

bit.ly/PDWBrand



What we're covering today

- Industry challenges of the COVID-19 lockdown
- How you can overcome these challenges
- Virtualise your agency's operations
- Prop Data starter website promo



Some of your COVID-19 challenges

- Financial constraints
- Working remotely
- Client and team interaction
- Coordinating agency/brokerage activity
- Listing properties
- Showcasing properties
- Managing your documents



Overcome financial constraints

- Put a business plan together
- Cut down on your expenses
- Explore new revenue streams
- Research payment holidays, savings, and funding options



Make remote working work for you

- Set up a productive workspace
- Get your tech together
- Dress for success
- Structure your workday
- Socialise. Socialise. Socialise.



Open the lines of communication

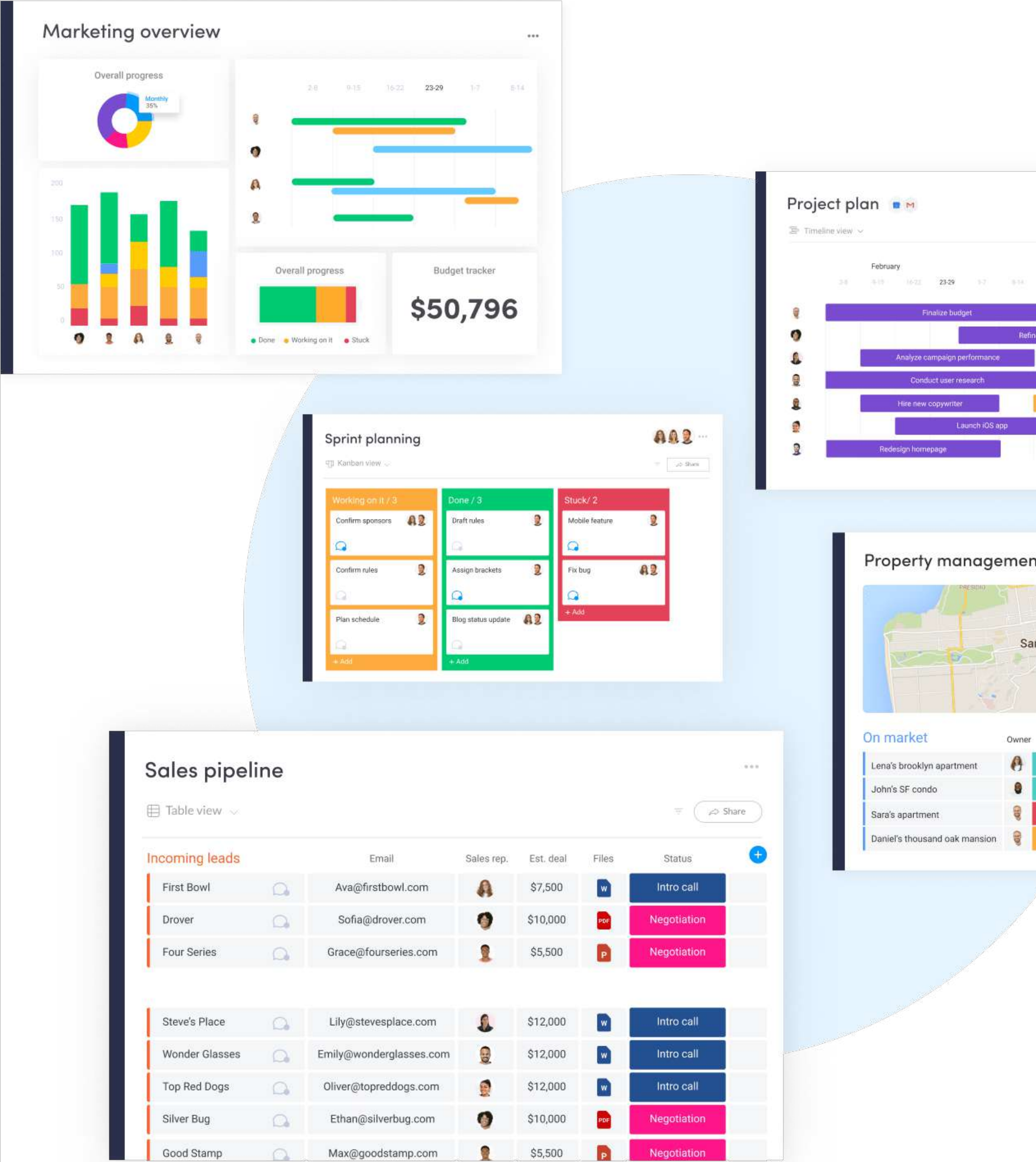
- Skype
- Google Hangouts: Hangouts Meet and Hangouts Chat
- Zoom
- WhatsApp



Keep the team on track

Invest in project management software.

Example: Monday.com



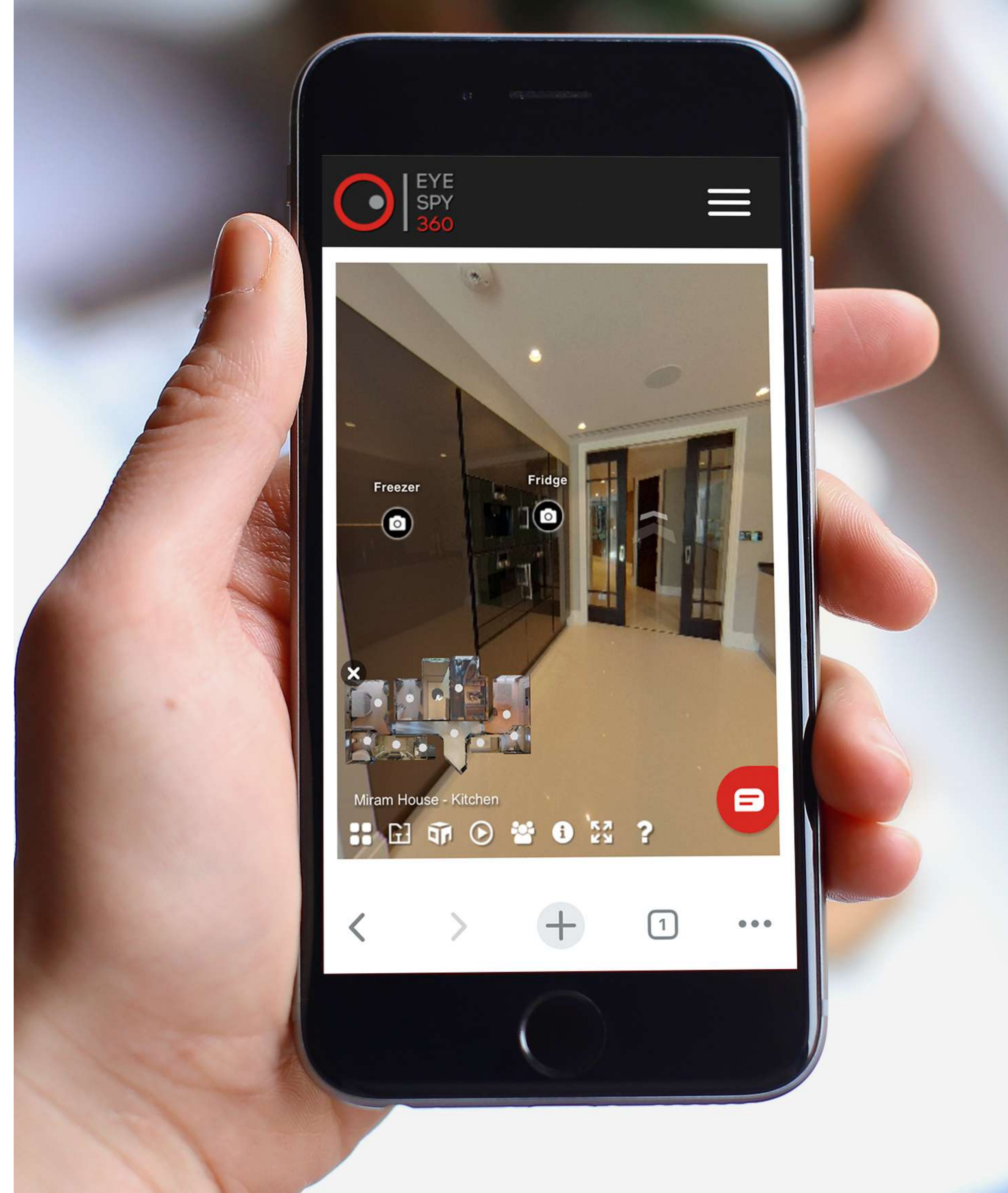
List your properties remotely

- Source images and videos from your client
- Show how to stage properties and take pictures
- Edit photos with Microsoft Photos, Canva, and GIMP
- Edit videos with TwentyThree



Showcase properties without show houses

- Add photos and videos to your website
- Create virtual tours: EyeSpy360
- Start a Facebook watch party or use a service like TwentyThree



Organising your documents made easy

Create, store, and share files on Google Drive

- Type up documents using Google Docs
- Create spreadsheets using Google Sheets
- Put together presentations on Google Slide



Google



Virtualise your agency's operations

COVID-19 is a push to do more online.

- Send out property email alerts
- Add more content to social media
- Update your CRM
- Get documents signed electronically
- Upskill with an online course

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Websites from only R449* per month!

<http://go.propdata.net/starter-websites-promotions>

T's & C's Apply



Helpful links

Keeping your agency/brokerage running in a COVID-19 world

<https://knowledge.propdata.net/keeping-your-agency/brokerage-running-in-a-covid-19-world>

Small Business Survival Guide to COVID-19

<http://marnusbroadryk.com/wp-content/uploads/2020/03/The-Small-Business-COVID-19-Survival-Guide.pdf>

COVID-19: Managing cash flow during a period of crisis

<https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-COVID-19-managing-cash-flow-in-crisis.pdf>

A list of key COVID-19 payment holidays and debt relief funds - here's how to apply

<https://www.property24.com/articles/a-list-of-key-covid-19-payment-holidays-and-debt-relief-funds-heres-how-to-apply/29380>

Phone Photography 101: How to Take Good Pictures With Your Mobile Device

<https://blog.hubspot.com/marketing/good-pictures-phone-tips>

Property24 waivers fees for agents as SA braces for impact of COVID-19 lockdown

<https://www.property24.com/articles/property24-waivers-fees-for-agents-as-sa-braces-for-impact-of-covid-19-lockdown/29360>

Tax compliant South African small business owner? Apply for relief from Rupert

<https://www.capetalk.co.za/articles/379388/tax-compliant-south-african-small-business-owner-how-to-apply-for-relief-from-rupert>

How to work from home: 20 tips from people who do it successfully

<https://blog.hubspot.com/marketing/productivity-tips-working-from-home>

Monday.com: product

<https://monday.com/product>

7 simple but effective home staging tips

<https://www.raywhite.com/blog/7-simple-but-effective-home-staging-tips/>

Canva: Free online photo editor

<https://www.canva.com/photo-editor/>

GNU Image Manipulation Program (GIMP)

<https://www.gimp.org/>

TwentyThree

<https://www.twentythree.net/>

EyeSpy360

<https://www.eyespy360.com/en-za/feature/EyeSpyLIVE.html>

How do I start a watch party on Facebook?

https://web.facebook.com/help/1681245065258554?helpref=about_content&_rdc=1&_rdr

Google Drive - Free cloud storage

<https://www.google.com/drive/>

Sending promotional email

<https://go.propdata.net/course/email/promotional-email>

Making sense of platforms

<https://go.propdata.net/course/social-media/making-sense-of-platforms>

Helpful links

COVID-19: Payment Relief / Economic Support

The Sukuma Relief Programme

<https://finance.businesspartners.co.za/welcome-to-the-sukuma-relief-programme/>

South Africa Future Trust (SAFT)

<https://opp-gen.com/saft/>

Small Business Development Relief Fund

<https://smmesa.gov.za/>

COVID 19 TERS Easy Aid

http://www.labour.gov.za/DocumentCenter/Publications/Unemployment%20Insurance%20Fund/COVID19%20TERS%20Easy%20Aid_.pdf



Thank you.

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