



SPECIAL BROADCAST

REAL ESTATE RESPONSE TO COVID-19

Agenda

1 Your Message in the Market

2 Listings in a COVID-19 Reality

3 Working with Buyers Right Now

BONUS! thepaperlessagent.com/covid19



GARRY CREATH

Listing Expert Agent

6 Listing Appointments / Week

50 Pending or Active Listings

CHRIS SCOTT

Real Estate Digital Marketer

Managing social accounts with over 200K connections

Generating over 5,000 leads monthly



Jonathan Creath
512.406.1086

Kuper 
Sotheby's
INTERNATIONAL REALTY



THEPAPERLESSAGENT.COM/COVID19



Your COVID-19 Real Estate Response Kit

Here's a collection of all of the resources, training, tips, and more we're offering for FREE to help real estate professionals serve their clients & communities while still pushing their businesses forward

Campaigns for Staying in Touch with Your Network

Right now, you HAVE to be present in your market, with your sphere, and all your connections. Everybody that you know, that knows or is connected to you needs to hear from you now. You can't hole up right now and expect to snap back when things return to normal. In fact, this the THE TIME when those who will grab up market share are laying the foundation for all those connections, relationships and transactions to

Your Message in The Market

Your Message in the Market

1 You Must Be Present

2 Your Message Matters

3 Show You Care

4 Contact Personally

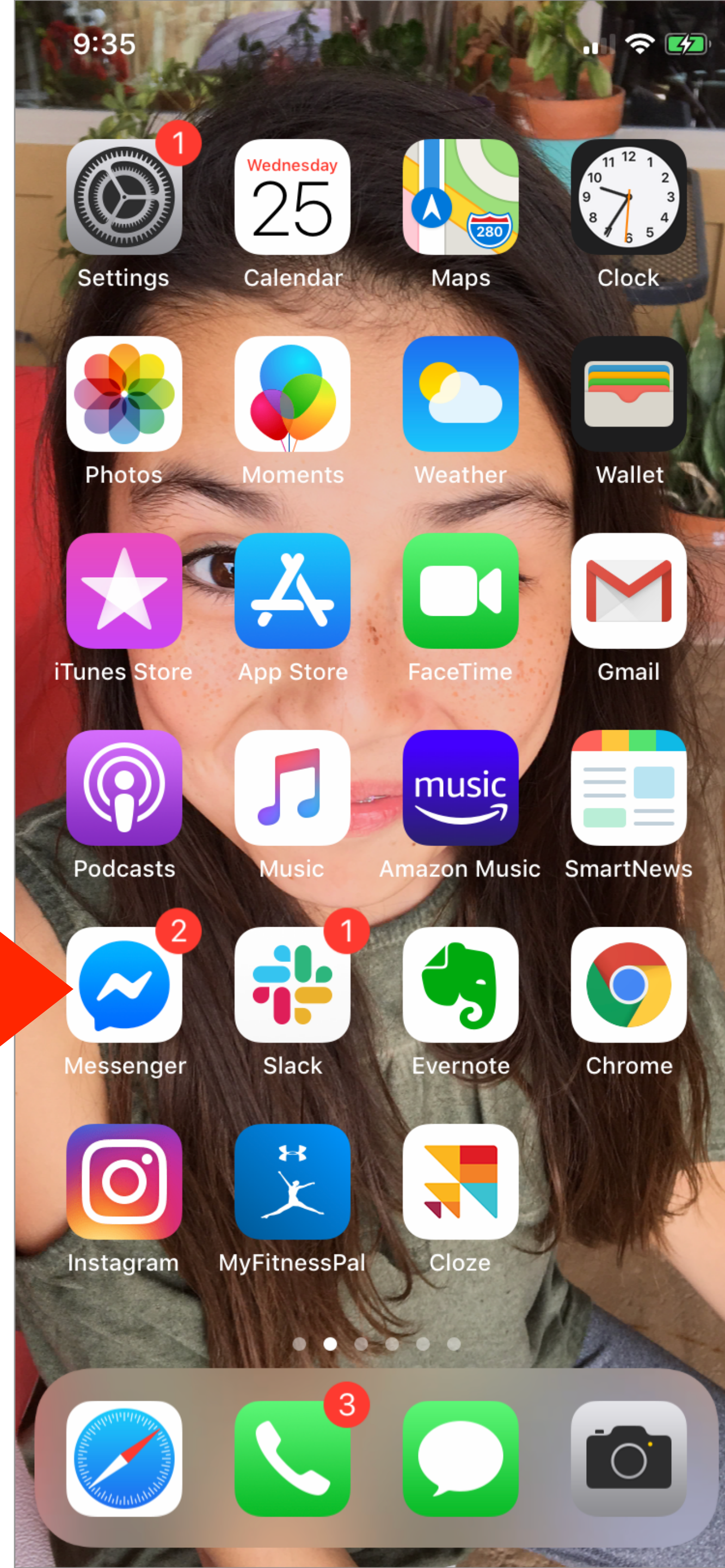
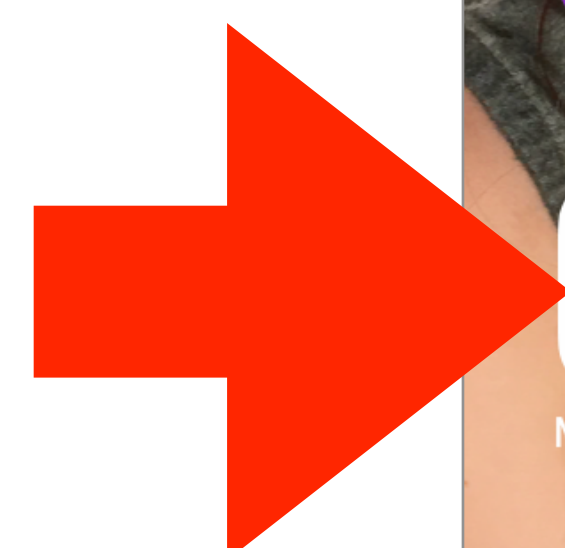
5 Use Tools to Connect

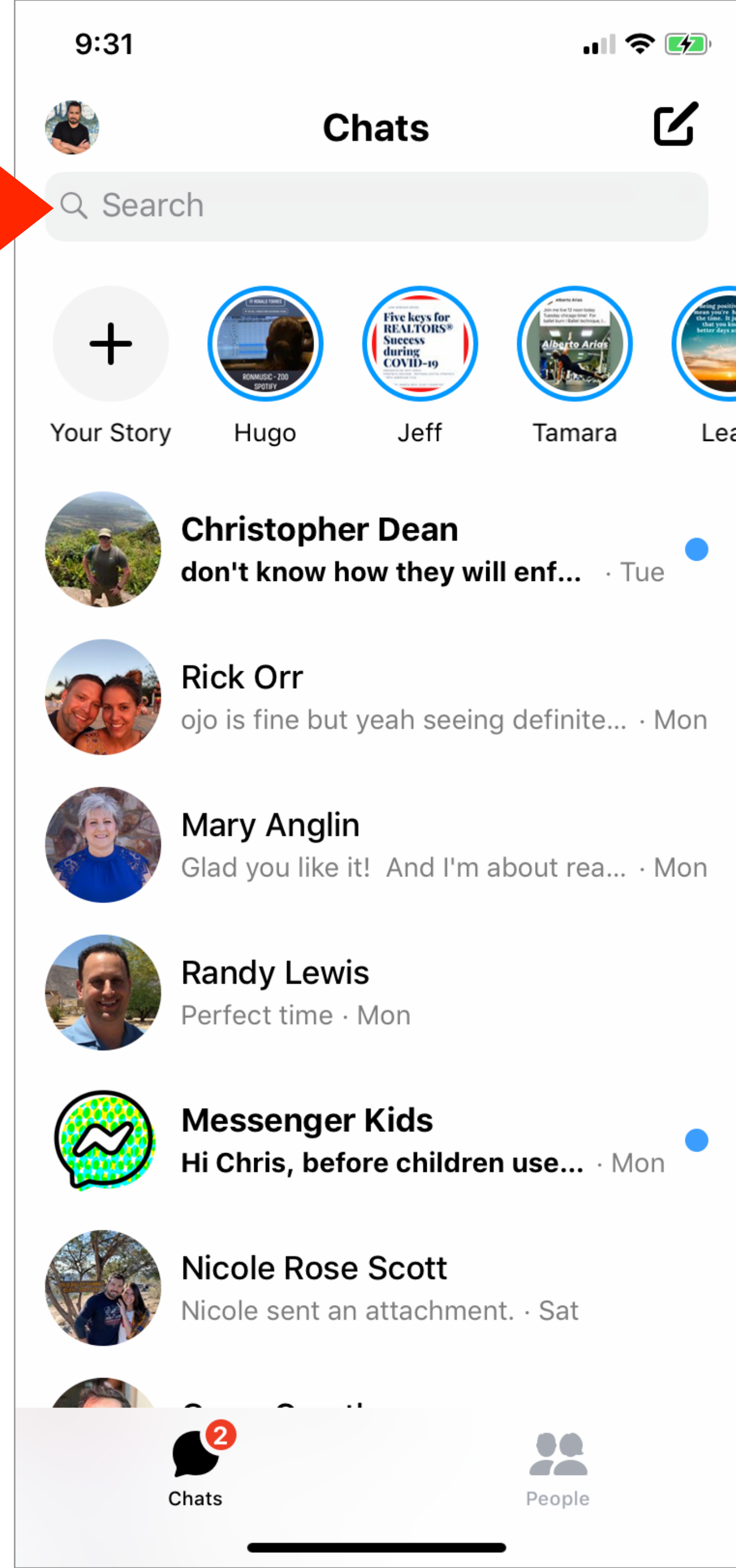
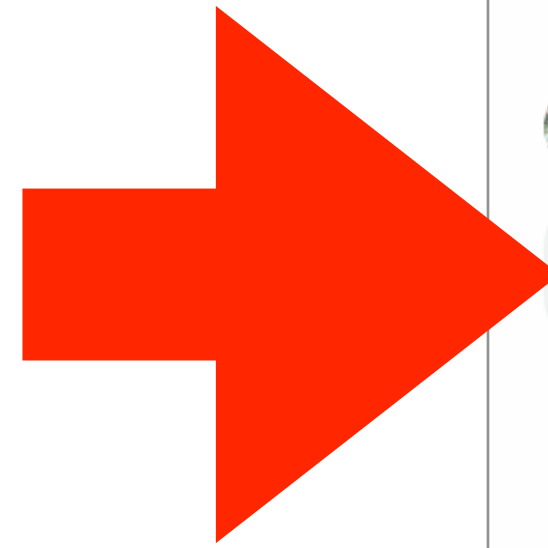
What We Are Doing Right Now



Script for Message

- “Hi {name}, I wanted to let you know that I’m thinking of you and sending this message to check in on you {and family}.
- With everything going on, if there’s **ANYTHING** I can do to help, please don’t hesitate to reach out.
- [My team and network of service professionals are available to help in any way we can.]
- When you have a moment, let me know how you’re doing.
Take care!





9:32



Garry Creath

Active 1h ago



MAR 21, 7:26 AM



Weird. No audio!

MAR 21, 8:26 AM



Audio worked second time



Aa

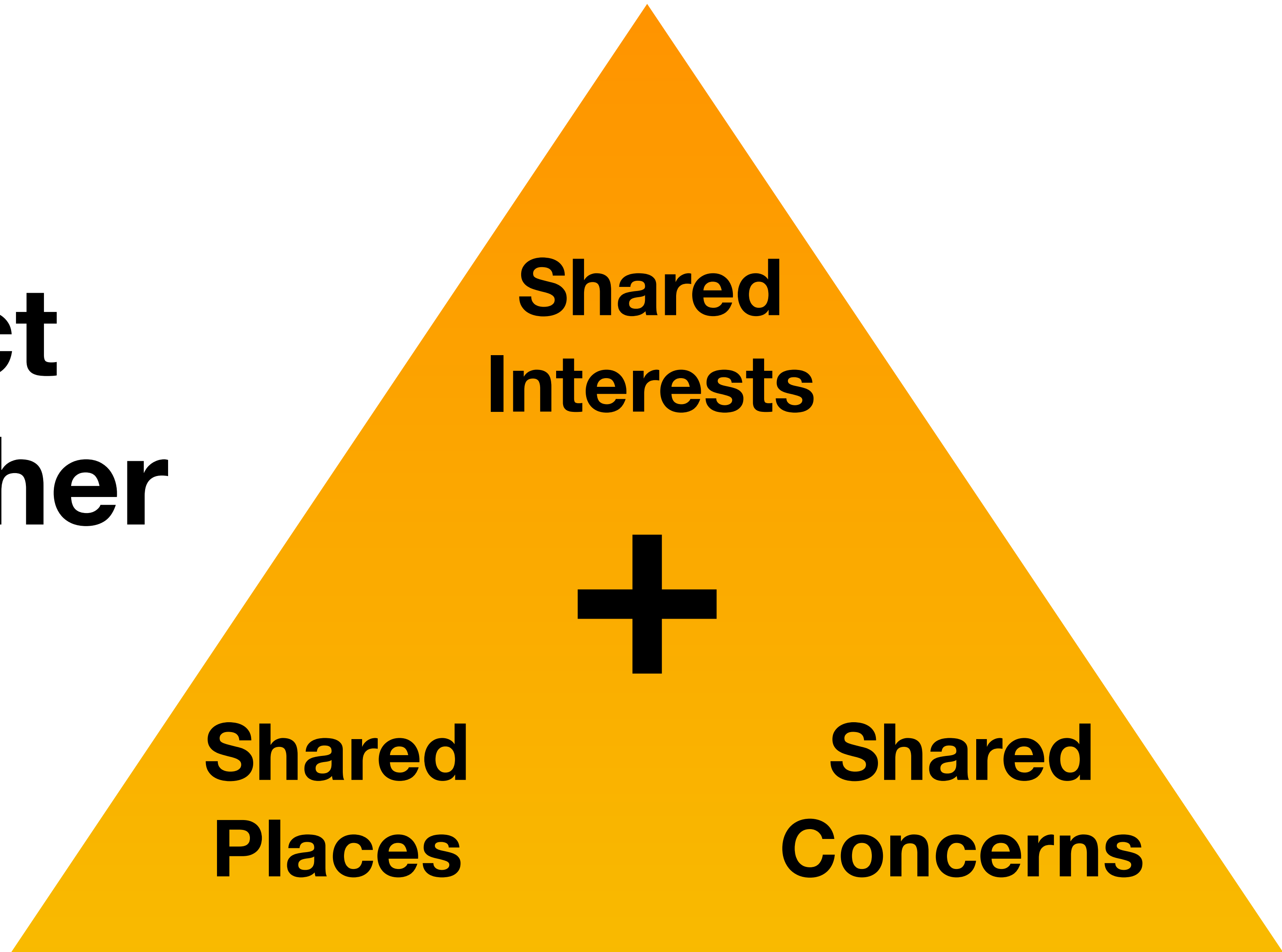


**Hold down while
recording video.**





**We connect
with each other
through...**



Tips from Randy Lewis

**(10X Homes RE/MAX
Professionals, Pheonix AZ**





Tracy Thrower Conyers

March 20 at 10:21 AM · 🌐



This is great news BUT two important things to understand at this point. First, this does not apply to all loans yet (although the article speculates that everybody will adopt this at some point). Second, you have to communicate with your lender about your difficulties. They are supposed to take a verbal assurance right now, but you will have to document your situation later. Also, this isn't free money. Some kind of arrangement will have to be made to repay the money, but it might be as easy as extending the loan term by a year.



NPR.ORG

U.S. Orders Up To A Yearlong Break On Mortgage Payments

The federal government is telling lenders to lower or suspend mortgage...



Kate Smith and 13 others

11 Comments



Like



Comment

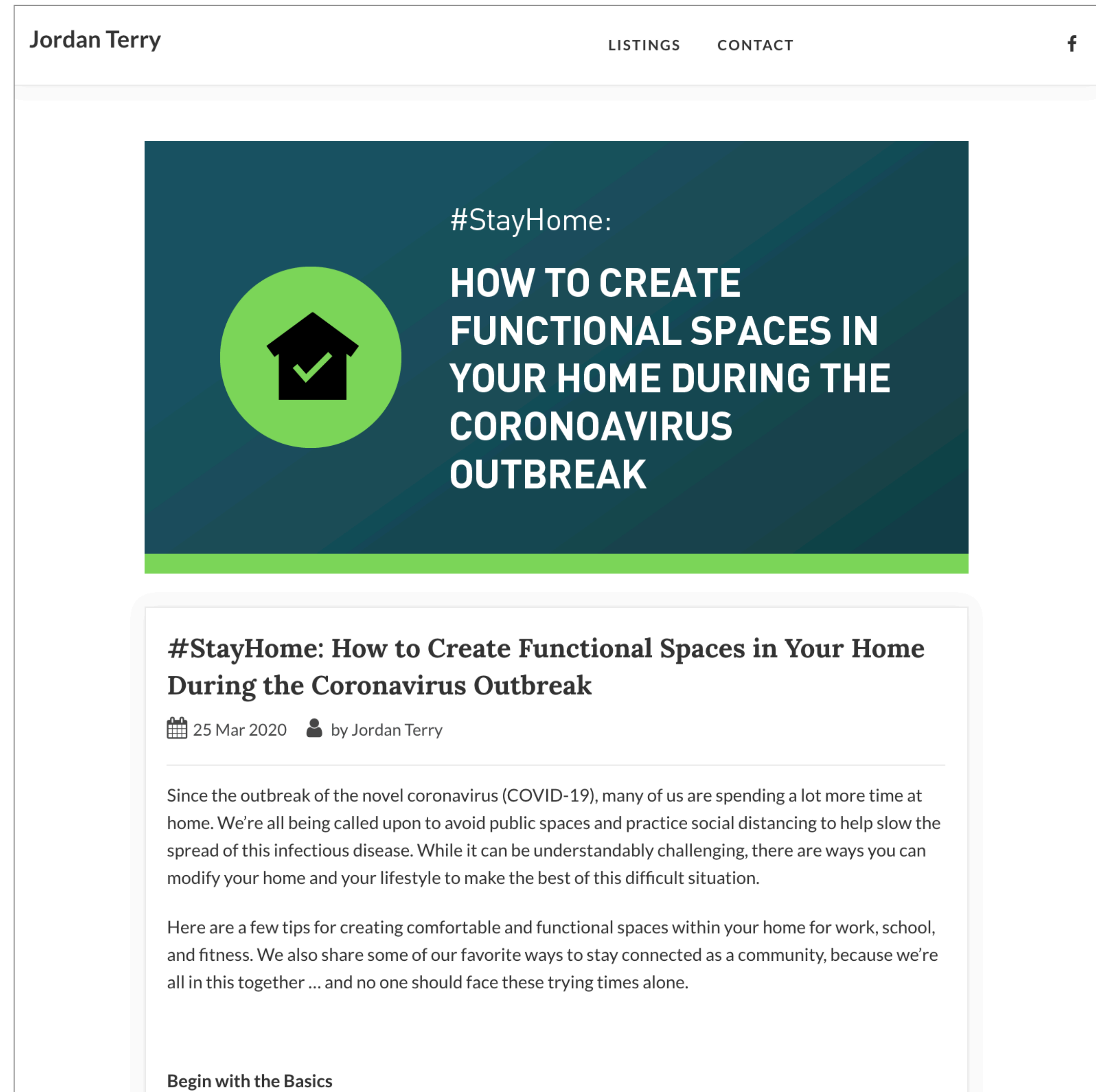


Share

How to Stay In Touch

1. Publish useful real estate info.

- The purpose is to provide informational value.
- This informational value is the reason for our outreach.
- Creates authority & credibility for your online reputation.





HOME EMERGENCY PREPARATION CHECKLIST

BASICS

- **Water*** (2 gallon/2 liters per person, per day)
- **Non-perishable food***
- **Flashlight**
- **Extra batteries**
- **Battery-powered or hand-crank radio**
- **First aid kit**
- **Prescription medications***
- **Non-prescription medications**
(such as fever-reducers and antidiarrheals)
- **Sanitation items**
(trash bags, toilet paper, hand sanitizer, disinfectant wipes)
- **Multi-purpose tool**
- **Personal hygiene items**
- **Cell phone with charger & backup battery**
- **Copies of personal documents**
(identification, proof of address, medical information, insurance and bank records)
- **Emergency contact information**
- **Extra cash**
- **Local maps**

*Experts recommend a three-day supply for evacuation; two-week supply for home.



A BASIC HOME EMERGENCY KIT IS A GREAT ADDITION TO ANY HOME, EVEN UNDER NORMAL CIRCUMSTANCES.

ADDITIONAL ITEMS TO CONSIDER

- **Medical supplies**
(extra contacts/glasses, syringes, hearing aid batteries, etc.)
- **Baby supplies** (diapers, wipes, formula)
- **Pet food, extra water, and supplies**
- **Manual can opener**
- **Waterproof matches or lighter**
- **Rain gear**
- **Towels**
- **Extra clothing and sturdy shoes**
- **Warm blankets or sleeping bags**
- **Two-way radios**
- **Extra set of car and house keys**
- **Whistle**
- **Dust masks**
- **Plastic sheeting and duct tape**
- **Work gloves**
- **Disposable cups, plates, utensils, and paper towels**
- **Camping stove** (and extra fuel)
- **Household chlorine bleach and dropper or water purifying tablets**
- **Scissors, paper, and pencil**
- **Prepaid phone card**
- **Books and activities for children**

We're not just here to help you buy and sell real estate. We want to be a resource to our clients and community through good times and bad. If you and your family are in need of assistance, please reach out and let us know how we can help.

2. Send the info to people you know.

- **Gather or update contact info for all of your contacts & connections.**
- **Email to all of your contacts (include current & past clients).**
- **Add the link to your blog post.**

Subject: Functional Spaces During COVID-19

Hi {first_name},

Since the outbreak of the novel coronavirus (COVID-19), many of us are spending a lot more time at home. We're all being called upon to avoid public spaces and practice social distancing to help slow the spread of this infectious disease.

While it can be understandably challenging, there are ways you can modify your home and your lifestyle to make the best of this difficult situation.

Here are a few tips for creating comfortable and functional spaces within your home for work, school, and fitness. We also share some of our favorite ways to stay connected as a community, because we're all in this together ... and no one should face these trying times alone.



[insert link to post]

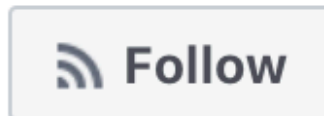
[signature]


P.S. If there's ANYTHING I can do to help out, please don't hesitate to respond!

3. Share a 1-minute video.


- Discuss highlights from your blog post and include a link to it.
- Post on your Facebook business page.
- Promote the video using Facebook Ads.
- Share on your Facebook Personal Profile.


 **Creath Partners Real Estate** was live.
Published by Garry Creath [?] · November 12, 2018 · 






The Market is changing! Are you curious about what these changes are doing to the value of your home? Message us and I'm happy to send you a free detailed report specific to your home!







 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 17,000 people.


893
People Reached


94
Engagements


Boost Post


  Gretchen Bach, Alex Luchanski and 2 others

3 Shares

 Like


 Comment

 Share




4. Post info on social media.

- Post on your FB Business Page.
- Share from your Business Page onto your Personal Profile.
- Post on any social accounts you're actively posting.

 **Creath Partners Real Estate**
Just now · 🌐


We're all being encouraged to #StayHome as much as possible these days. To help you make the best of it, we wanted to share a few tips for creating comfortable and functional spaces within your home for work, school, and play.


🏠 BEGIN WITH THE BASICS
An emergency preparedness kit is a great addition to any home, even under normal circumstances. [Message me for a free copy of our Home Emergency Preparation Checklist.]... [See More](#)





#StayHome:
**HOW TO CREATE
FUNCTIONAL SPACES IN
YOUR HOME DURING THE
CORONAVIRUS
OUTBREAK**

Real Estate Agent

 **Send Message**

 Like

 Comment

 Share



Creath Partners Real Estate

Written by Chris Scott [?] · Just now · 🌐



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WORKING FROM HOME

Set up a designated space for work so it doesn't creep into your home life, and vice versa. A red stop sign on your door or desk can signal to family members that you shouldn't be disturbed.



HOMESCHOOLING YOUR CHILDREN

Position supplies nearby so they are independently accessible, and place trash and recycling bins within reach for easy cleanup. A plastic tablecloth can turn an academic space into an art studio.



STAYING FIT

Look for an open area in your home or garage with a minimum 6' x 6' space per person. Search YouTube for exercise videos—there are even some great ones geared towards kids!



SOCIALIZING FROM A DISTANCE

Try using Google Hangouts or Zoom to facilitate a virtual happy hour or book club, or host a Netflix Party to watch (and chat about) movies with friends.

And if you're feeling isolated right now, please realize that you are not alone. We want to be a resource to our clients and community through good times and bad. If you and your family are in need of assistance, please reach out and let us know how we can help.

Suggested hashtags: [#stayhome](#) [#socialdistancing](#) [#workfromhome](#) [#homeschool](#) [#homegym](#) [#coronavirus](#) [#covid_19](#) [#inthistgether](#) [#youarenotalone](#) [#realestate](#) [#realtor](#) [#realestateagent](#) [#home](#)

Also include at least one local hashtag, ex: [#austin](#) [#austinrealestate](#) or [#austinhomes](#)

#StayHome:



**HOW TO CREATE
FUNCTIONAL SPACES IN
YOUR HOME DURING THE
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OUTBREAK**



Creath Partners Real Estate

Just now · 🌐



With gyms closed and team sports canceled, it can be tempting to sit on the sofa and binge Netflix. However, maintaining the physical health and mental wellness of you and your family is crucial right now. Implementing a regular exercise routine at home can help with both.

Here are a few of our top tips for staying fit while staying home.

💪 GET OUT WHEN YOU CAN... [See More](#)



You don't need a home gym or fancy exercise equipment to stay fit and **#STAYHOME**

Real Estate Agent

Send Message

Like

Comment

Share



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👉 GET OUT WHEN YOU CAN

If you live in a community where you can maintain distance while exercising outdoors, try to get out as much as possible. If the weather is nice, go for family walks, jogs, or bike rides.

👉 SEARCH FOR A 6' x 6' SPACE

Can't get outside? Look for a suitable space in your home, garage, or basement where you can comfortably move—you'll probably need at least a 6' x 6' area for each person.

👉 NO EQUIPMENT? NO PROBLEM

Many cardio and strength training exercises require little (or no) equipment, including jumping jacks, lunges, and pushups.

👉 PREFER A GUIDED WORKOUT?

Search for free exercise videos on YouTube—there are even options specifically geared towards kids—or try one of the many fitness apps available.

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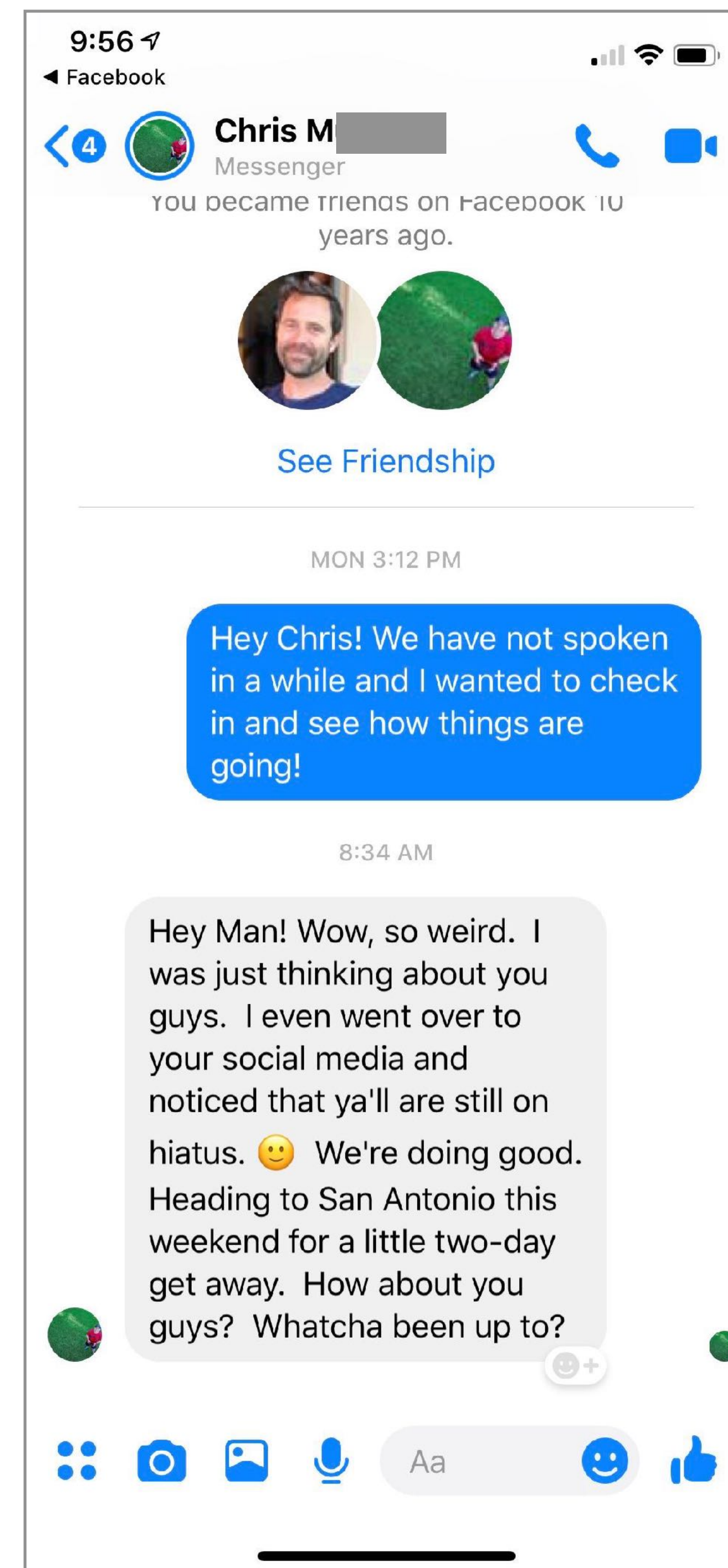
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You don't need a home gym or fancy exercise equipment to stay fit and **#STAYHOME**

5. Individual messaging follow-up.

- Use FB Messenger to say, “You recently popped up in my feed, and made me wonder how you’re doing...”





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BASIC HOME EMERGENCY KIT IS A MUST FOR ANY HOME, EVEN

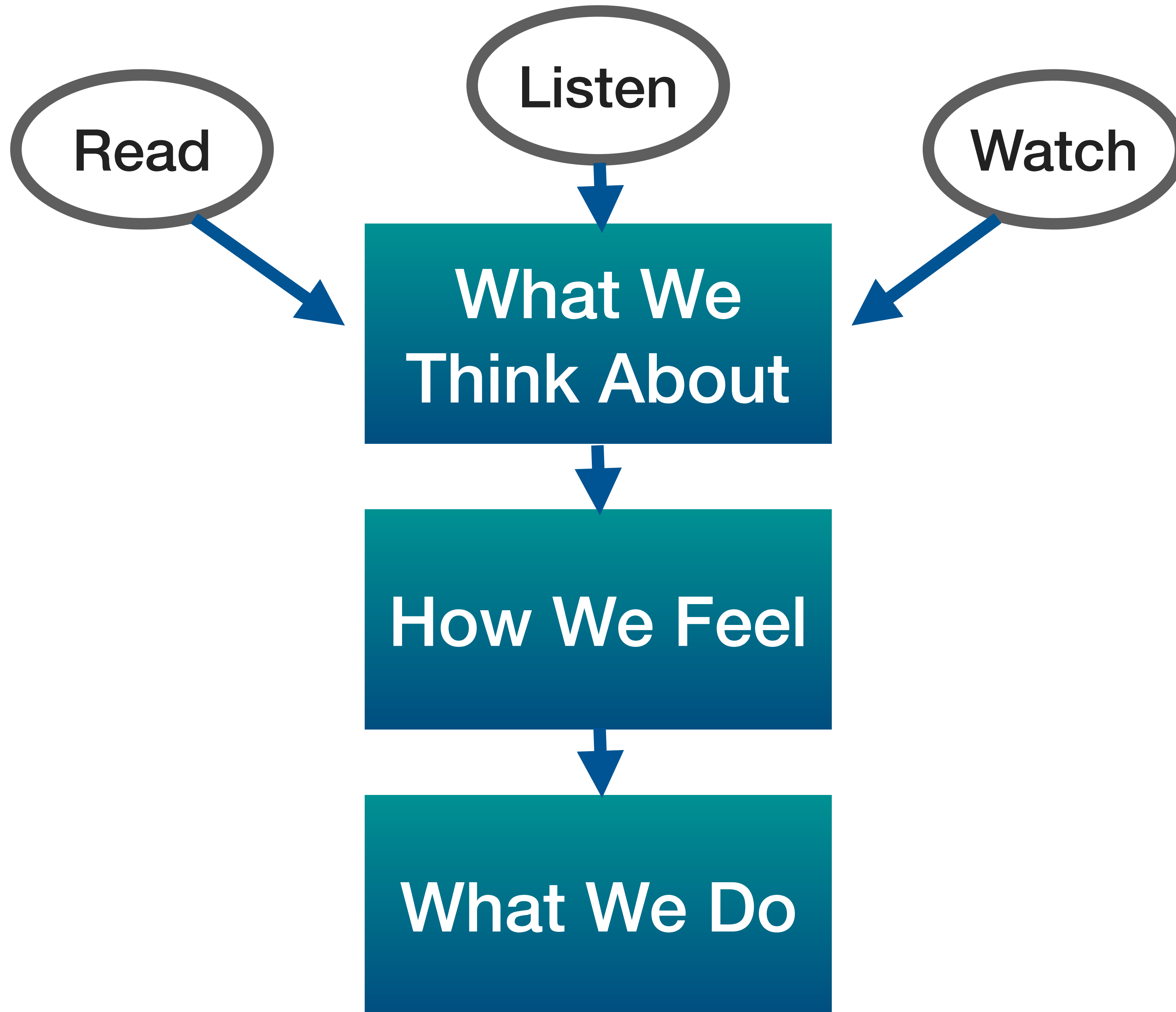
DOWNLOAD:
[THEPAPERLESSAGENT.COM/COVID19](https://thepaperlessagent.com/covid19)

Tips from Hillary Gaynor

**(Gaynor Distinctive Properties,
Portsmouth NH)**



Balancing Your Media Diet



ANNOUNCEMENT

Club Members Get 30-days Free Access to our Premium Products



~~\$597~~



~~\$597~~



~~\$597~~

EMAIL:
Support@ThePaperlessAgent.com

Listings in COVID-19 Reality

NOTICE

**This is a moving target &
different based on your location.**

Address Current Sellers' Concerns

Link to this Resource found at:
thepaperlessagent.com/covid19

2020 NAR Flash Survey: Economic Pulse

March 16-17, 2020

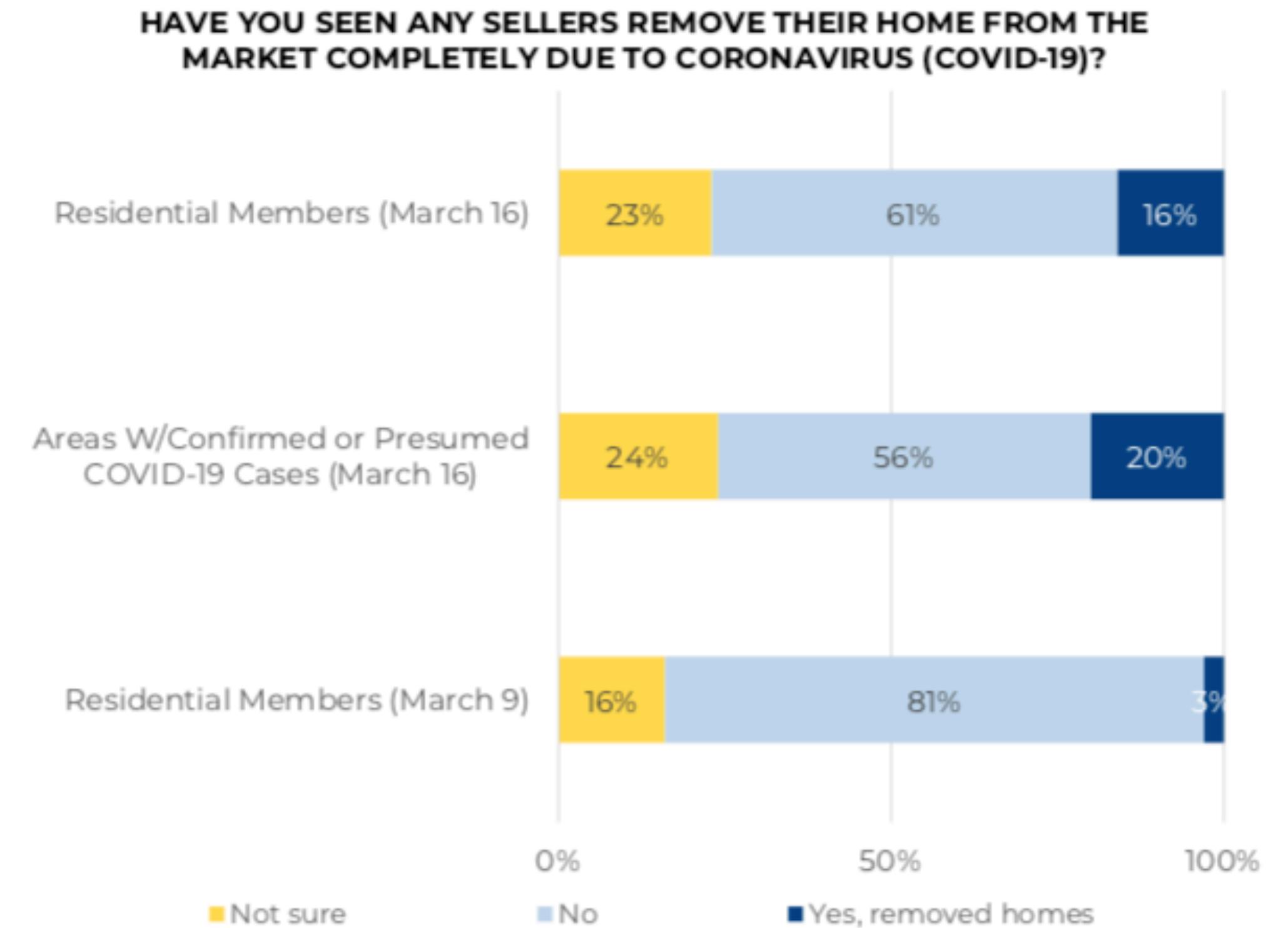
National Association of REALTORS®
Research Group

Address Current Sellers' Concerns

Link to this Resource found at:
thepaperlessagent.com/covid19

Seller Behavior

The majority of members reported there was no change in sellers removing homes from the market due to the coronavirus (COVID-19). However, removing homes from the market has increased from three percent on March 9 to 16 percent on the March 16 survey. In areas where there were cases of COVID-19, 20 percent of members reported homes were removed from the market.



Tips from Ted Williams

**(Urbane Realty Group,
Portland OR)**



**Focus & Prepare For
What You Can**



Joseph Magsaysay

1 hr · 🌐



Getting ready for my Virtual Listing Appointment today. Distinctive Collection Seller said to be me. So

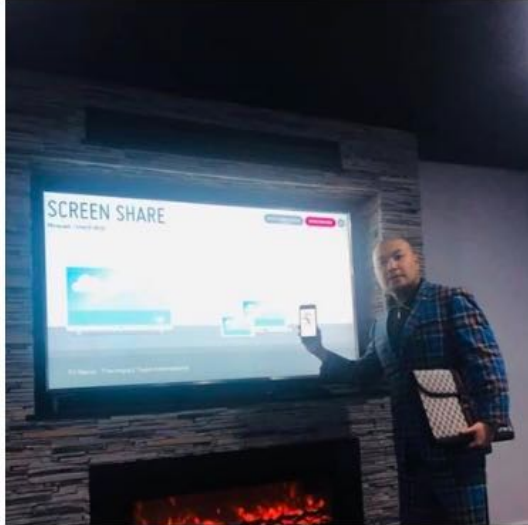
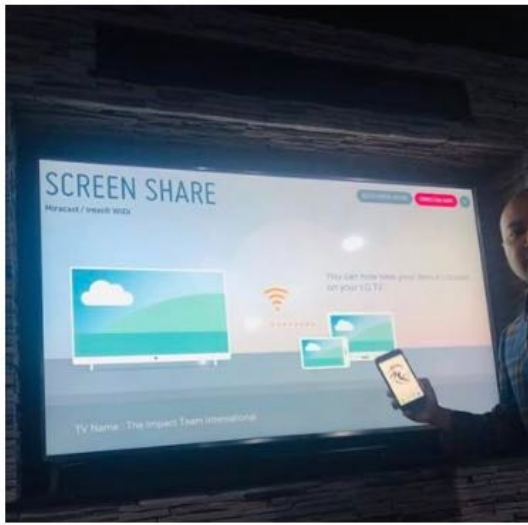
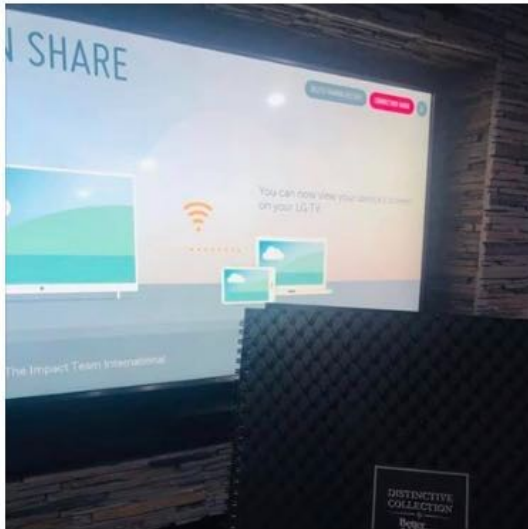
here I am! 🧑‍💼👔👖👞👛📱👤

#VirtualListingAppointment #MakingAnIMPACT

#WeKnowLuxury #VirtualLuxury

#DistinctiveCollection #DistinctService #BeBetter

#ExpectBetter #DroneVideos #VirtualVi... See More



3

3 Shares



Like



Comment



Share

Your Pre-Listing Packet



YouTube

creath partners real estate



How to Market Your Home in the Austin Real Estate Market

24,335 views



1



0



SHARE



SAVE



Creath Partners Real Estate

Published on Jun 15, 2018

SUBSCRIBED



<http://creathscotthomes.com>

Have you ever wondered what it takes to market and sell a home? In the "olden days" of real estate, the home would get listed in the classified section of the newspaper, flyers and postcards were mailed out. These days, however, require significantly more sophisticated ways of marketing homes for sale.

Home buyers are more knowledgable and have many tools at their disposal. So we have to cut through the noise using online marketing to sell Austin area homes. Garry Creath and Chris Scott of Creath & Scott Homes in Austin Texas share their strategies for selling Austin homes.

Search Austin houses for sale - <https://www.creathscotthomes.com/idx>

Category

[People & Blogs](#)

SHOW LESS

Property Marketing Plan

creath partners



Exclusively Prepared for: **[Client Name & Address]**

Campaign Goals

The primary objective of the marketing campaign is to find a buyer for your home. The criteria for meeting this objective include the following:

- Selling your home at or above market value. [option: insert price]
- Achieving the sale within your preferences for timing. [option: insert date]

Audience

The target audience for your home are prospective buyers actively searching for homes within your home's price range, area, lifestyle, or any combination of these variables. We'll use information such as photos, video, and details about your home as the main benefit or value to attract the audience. This information will help them determine if your home meets their criteria and give them the opportunity to express their interest.

Positioning

The message's positioning is the main theme in the marketing for your home. It represents the distinct value your home offers in comparison to its competition on the market. Buyers are evaluating your home against the others, which is why we want your home to stand out from the competing houses.

Developing the positioning requires three steps: Assessing the home's condition and highlight features compared to other similar home for sale, connecting those features to the current trends in buyer preferences, crafting the narrative to connect to the distinctive value your home offers.

Example: Rare sub-\$300K Ranch Oaks family home in top school district. [option: use real message]

Calls to Action

Calls to Action are created for different levels of buyer interest to connect with the viewer based on where they are in their home buying journey. The following calls-to-action will be used throughout the marketing mix for your home's campaign:

- *Schedule a Tour* – Viewers can schedule a specific day and time to tour your home. This indicates a serious buyer. A variation of this call-to-action is "See This Home."
- *Ask A Question* – Viewers can fill out a form, message, text, or call my phone number to find out more details about your home. This indicates a high-interest buyer. Typically, the next step for this viewer is to schedule a tour to see the home.
- *Learn More* – Viewers can click buttons or links to get more information about your home. This indicates a buyer with potential interest. Variations of this call-to-action include "See More Photos," "Watch More," and "Get Address & Details."

Metrics

We utilize performance-based marketing practices to monitor and improve results as our campaigns are implemented. The following measurements (metrics) will be tracked during this campaign:

- # of views of listing ads
- # of inquiries about listing
- # of landing page views
- # of showings

Assets

Our full-service marketing includes the creation of the following assets to use in our marketing campaign for your home **[add to or remove from this list based on your actual plan]**:

- Professional Photography
- Full Property Tour Video
- Drone Arial Video Footage
- Highlight-Feature Social Videos
- Marketing Narratives Written for Landing Pages, MLS & Syndication
- Featured Property Landing Page (on our website)
- Facebook Ad Creative (Copy, Design & Video)
- Instagram Ads Creative (Copy, Design & Video)
- YouTube Ad Creative (Copy & Video)
- Google Display Ads Creative (Copy & Banner Design)
- Digital & Print Property Flyers
- Property Postcard Mailer

Distribution

Your home will be marketed to the following platforms and audiences **[add to or remove from this list based on your actual plan]**:

- Multiple Listing Service (MLS)
- Popular Home Search Sites (Zillow, Trulia, Realtor.com, etc.)
- Facebook & Instagram Ad Audiences (expressed real estate interest)
- YouTube & Google Ad Audiences (active real estate searchers)
- Proprietary Email List
- Postcard Mail Drop (Every Door Direct Mail)

Schedule

[Update table to reflect your actual schedule and frequency]

Description	Frequency / Timing
Sign Posted in Front Yard	Once at Start
Property Landing Page Published to Website	Once at Start
Property Tour Video Added to YouTube Channel	Once at Start
Photos & Videos Posted to Facebook Business Page	Weekly
Photos & Videos Posted to Instagram Business Account	Weekly
YouTube Ad Campaign to Active Real Estate Searchers	Ongoing
Facebook Ad Campaign to Real Estate Interested	Ongoing
Instagram Ad Campaign to Real Estate Interested	Ongoing
Google Display Ads to Active Real Estate Searchers	Ongoing
New Listing Email Announcement to Email List	Ongoing
Listing Posted in Multiple Listing Service (MLS)	Ongoing
Listing Syndicated to Popular Home Search Sites	Ongoing
Postcard Mail Drop	Once at Start
Open House Campaign & Event	Monthly
Agent Door Knocking with Printed Flyer	Once at Start
Metrics Evaluation & Campaign Adjustments	Weekly
Agent Feedback Report from Buyer Tours	Monthly

About Us

[Use your contact info and bio]



Website: creathrealestate.com

Phone: (512) 271-5818

Email: support@thepaperlessagent.com

Creath Partners uses technology & experience to make your next move easy & enjoyable. We help home buyers search and find Austin homes for sale, negotiate to our clients' advantage, and make moving as easy as possible. We help Austin home sellers prepare their home for the market, set a pricing strategy, and find buyers for their homes through innovative, effective marketing.

Garry Creath is a listing expert working with his clients to sell their homes for best market values. Garry also works with his clients to use real estate to build wealth and passive income.

Jonathan Creath is a real estate advisor and serves the greater Austin area. Jonathan's uncanny ability to find his clients homes always produces satisfied clients.

Chris Scott is a real estate digital marketer and responsible for marketing our seller clients' homes using advanced digital marketing practices.



Property Marketing Plan

creath partners



**DOWNLOAD PDF:
[THEPAPERLESSAGENT.COM/COVID19](https://thepaperlessagent.com/covid19)**

Tips from Christopher Dean

**(Representing the Monica Foster
Team, a Top Houston Team)**



Your Virtual Listing Presentation

Virtual Meeting Tools

Tech	Cost
Zoom	Free (up to 40 mins) \$14.99 / month
Google Hangouts	Free
GotoMeeting	\$12 / month

Virtual Meeting Tips

- **Well-Lit Room**
- **Do a test with someone**
- **Background**
- **Shot composition**



CP

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THE CREATH PARTNERS PROCESS



WHY

CHOOSE

CP

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OUR LEADERSHIP TEAM



Garry Creath | Chris Scott

FIVE STAR PROMISE

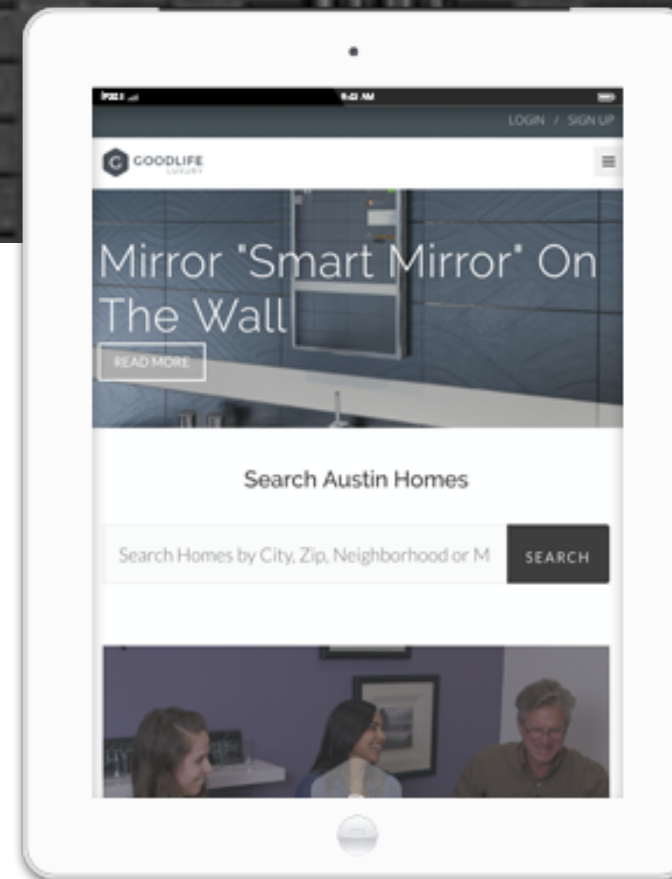


AWARDS + ACCOMPLISHMENTS



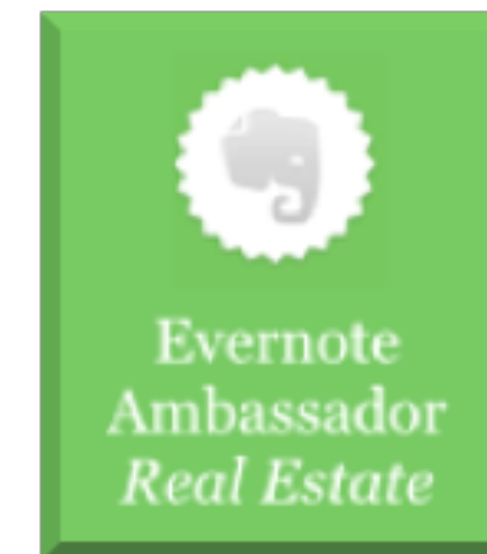
INMAN INNOVATOR AWARD

Named the most Innovative
Brokerage in the U.S.



iPAD POWER USERS

GoodLife Luxury is the only real estate firm
in the world featured by Apple



EVERNOTE AMBASSADOR

Named as the official
Real Estate Ambassador

CREATH PARTNERS

— VS. —

AUSTIN REAL ESTATE

Austin Real Estate

48 DAYS

98.25%

CP

24 DAYS

101.7%

THE *creath partners* PLAN



STAGING + PHOTOGRAPHY

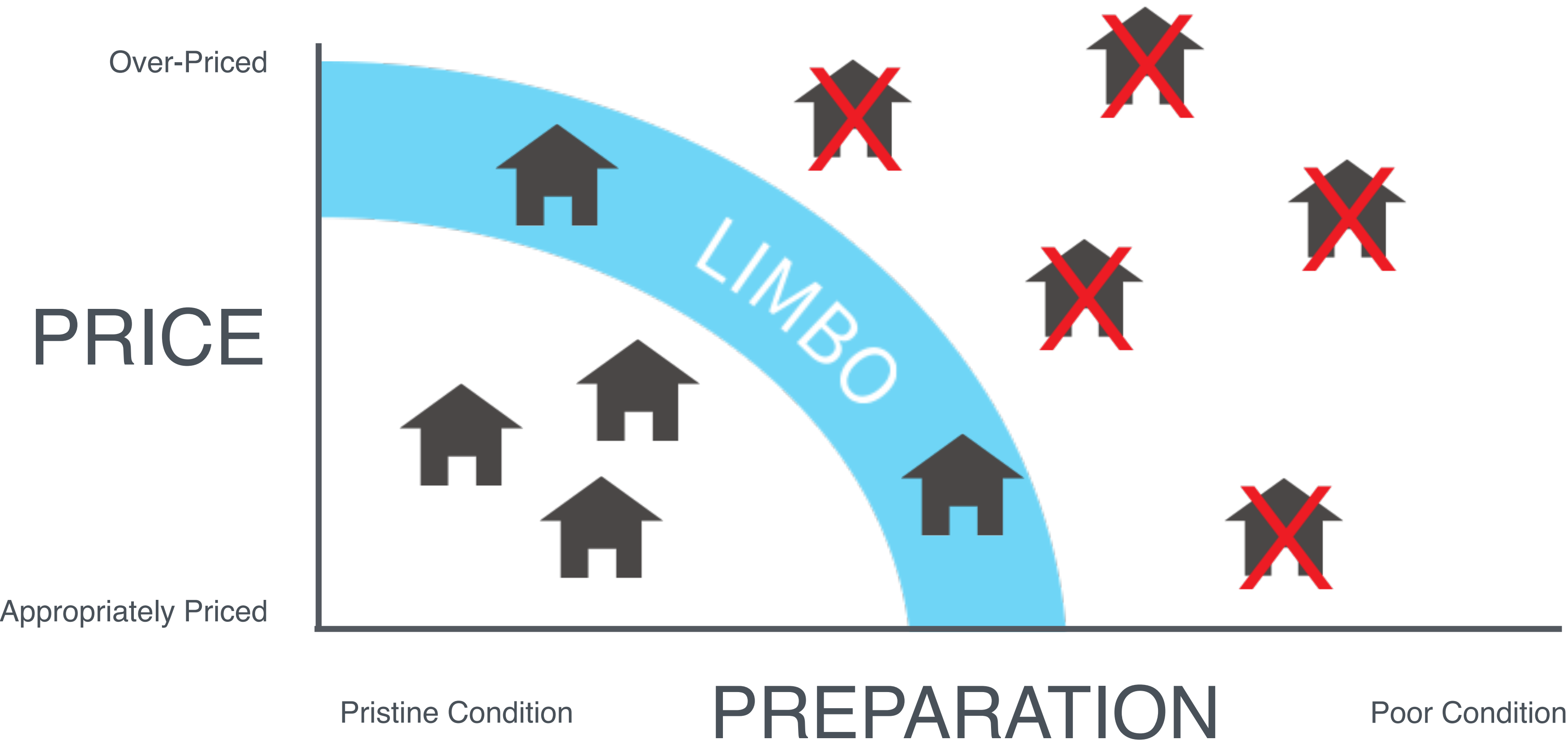


Before




After

PRICING + PREPARATION



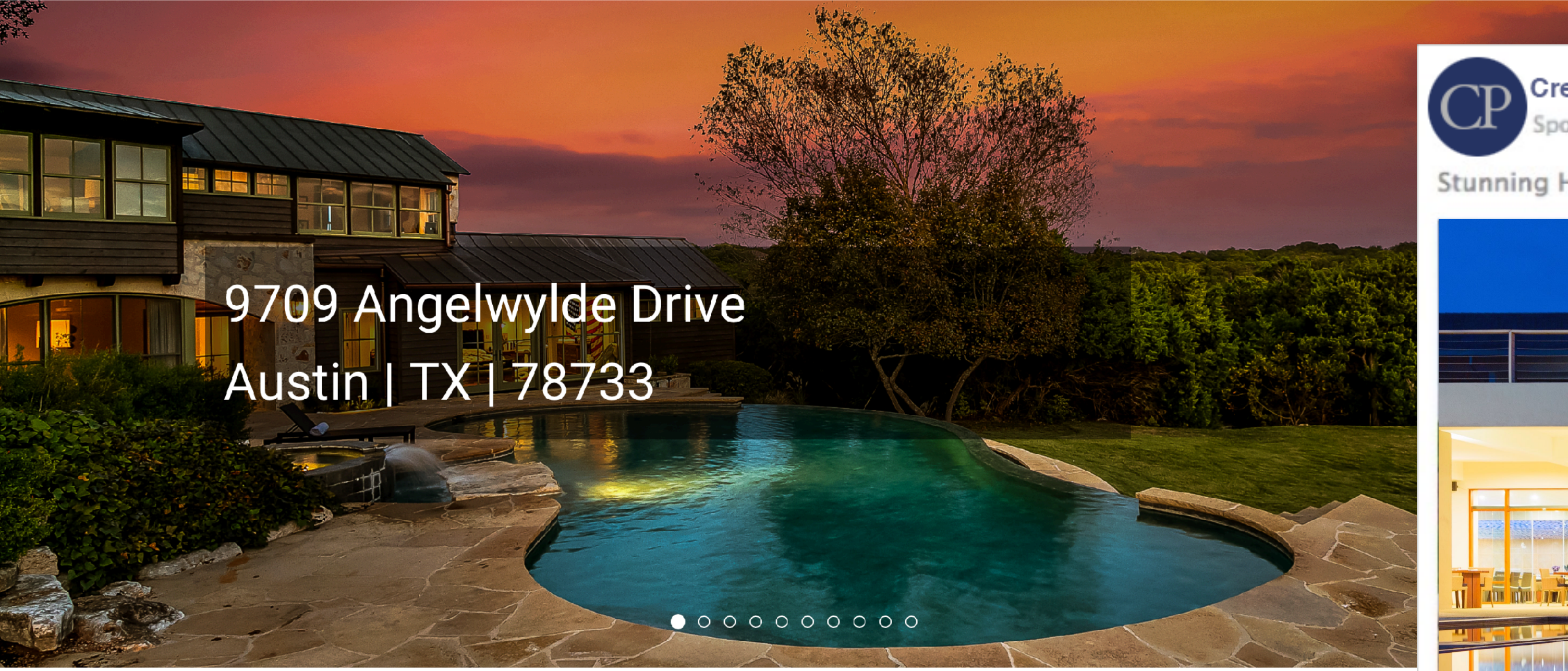
Slide from Garry's Listing Presentation

PRE-LAUNCH CAMPAIGN




SEARCH NEIGHBORHOODS OUR LISTINGS TESTIMONIALS BLOG ABOUT US CONTACT


GET OUR APPSIGN UP / LOG IN



9709 Angelwylde Drive
Austin | TX | 78733


Tennis player Andy Roddick & actress Brooklyn
Decker's West Austin estate for sale



Creath Partners
Sponsored · 

Like Page

Stunning Home in Spicewood... with Arnold Palmer designed golf course!



Stunning Luxury Home in Spicewood, TX

Plenty of privacy found in this single story, waterfront home with amazing Texas sunsets overlooking manicured golf course & the hills beyond. Courtyard pool/spa, outdoor kitchen, gorgeous patio fireplace. Fabulous finishes such as native stone...

CREATHPARTNERS.COMLearn More

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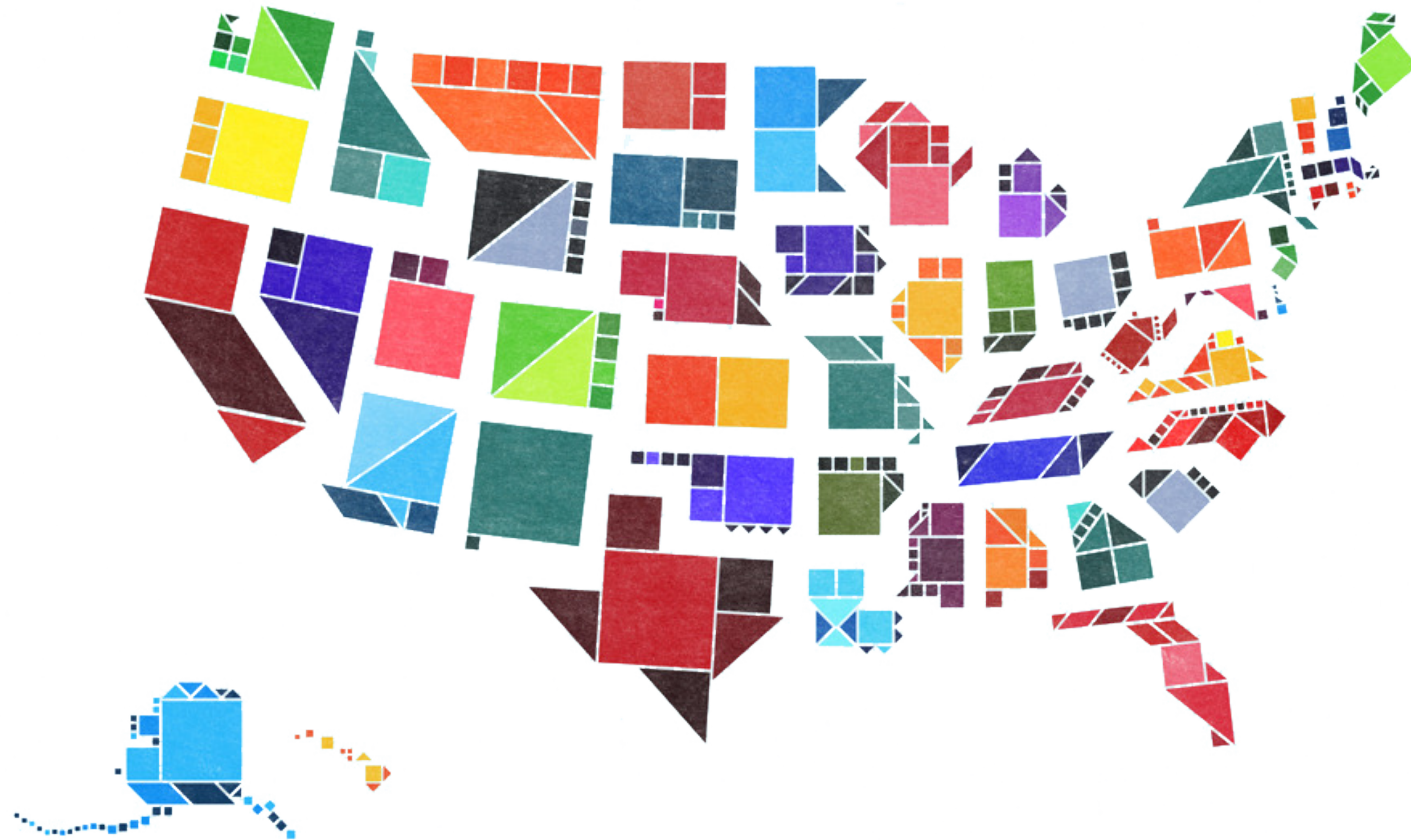
MARKETING CAMPAIGN



SOCIAL MEDIA



NATIONAL AGENT NETWORK



FIVE STAR RESPONSE





CREATHREALESTATE.COM





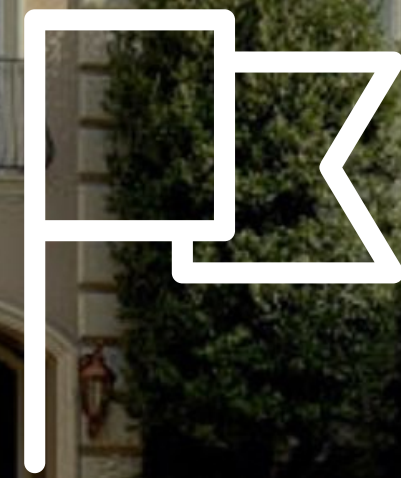
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[THEPAPERLESSAGENT.COM/COVID19](https://thepaperlessagent.com/covid19)**

Tips from Mary Anglin

**(United Real Estate,
West Covina CA)**



Engaging Buyers



Welcome to the Creath Partners

Client Presentation



Created For: Jim Barnes



Garry Creath

LICENCED REALTOR®

A little about me...



“ I **STRONGLY** recommend Creath Partners real estate to **EVERYONE** Real estate is both attractive and highly adaptable. Thanks guys, keep up the good work! ”
- Carl H.

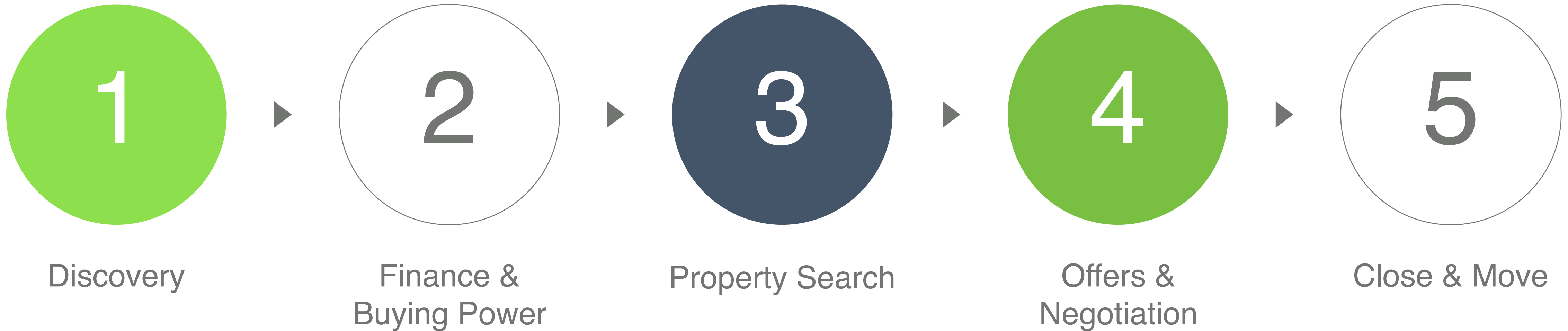


“ Real estate was worth a fortune to my company. Thank You! We've used real estate for the last five years. Wow what great service, I love it! ”
- Lisa K.

Creath Partners

Home Buying Process

Whether you're buying your first home, moving up, or right-sizing, we'll help you navigate the home buying process so you can feel confident about your move.





YOUR OPTIONS & LEVERAGE

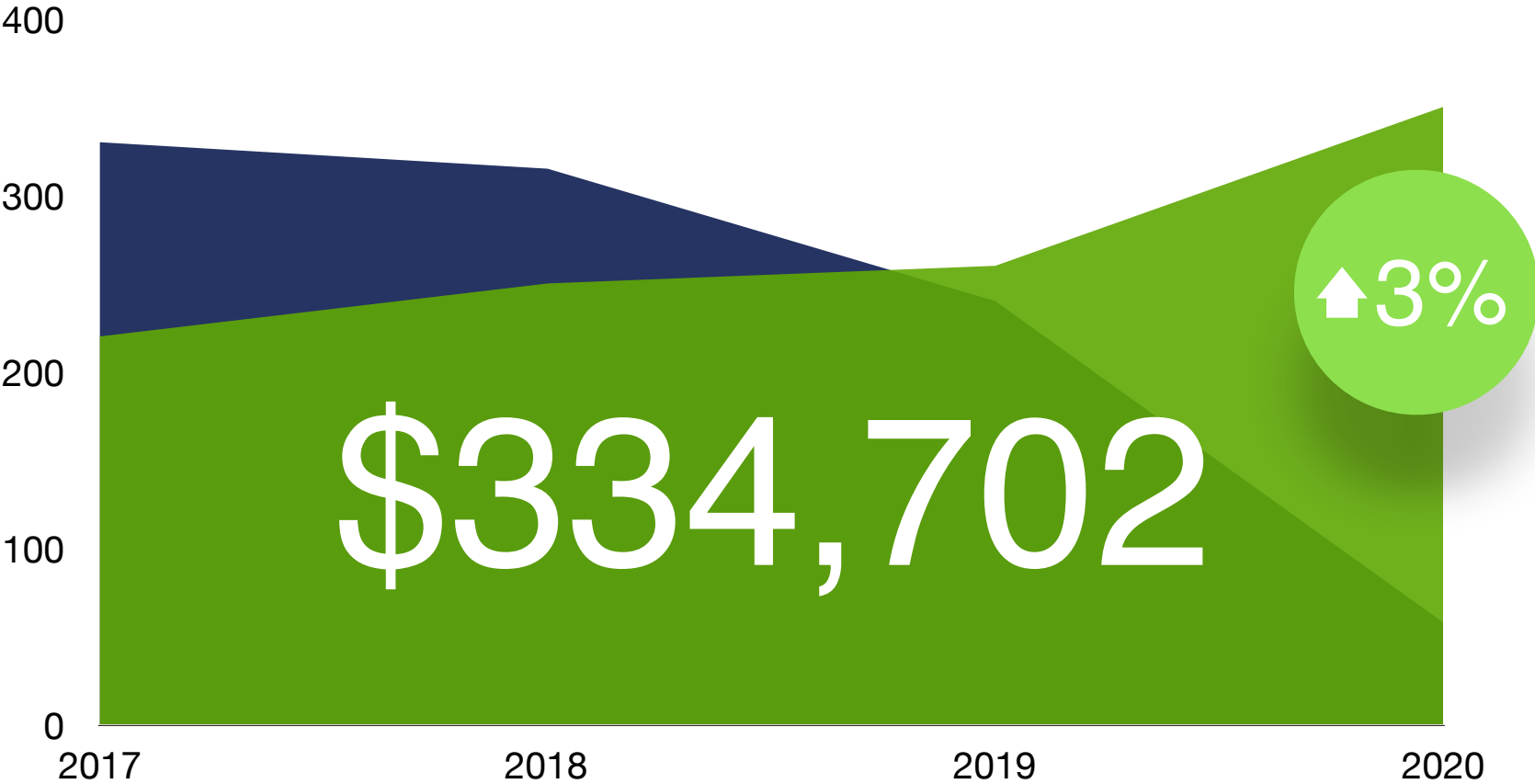
Financing & Buying Power

If you're in the market for a new home or investment property, one of the first questions you'll probably ask is, "What can we afford?" Many buyers become so caught up in how much they can afford that they don't realize their total buying power—that is, the total amount of purchasing potential they actually have.

Your buying power is comprised of the total amount of money you have available each month for a mortgage payment. This means the money you have each month after fixed bills and expenses. Any money you've saved for a down payment, the proceeds from the sale of your current home, if applicable, and the amount of money you're qualified to borrow all impact your buying power as well.

Market Update

MEDIAN PRICE FOR SINGLE-FAMILY HOME



SINGLE-FAMILY HOMES SOLD



AVERAGE NUMBER OF DAYS SPENT ON THE MARKET



SINGLE -FAMILY HOME LISTINGS ON THE MARKET



TOTAL DOLLAR VOLUME OF SINGLE-FAMILY PROPERTIES SOLD



AVERAGE NUMBER OF DAYS SPENT ON THE MARKET





Property Search

Find your dream home like never before



Creath Partners

Services & Benefits

Since I specialize in helping buyers & sellers in our market achieve their real estate goals, there's a broad of variety of services you have available. As my client, you're entitled to all the services & benefits me and my firm have to offer.

- Residential Property Sales & Service
- First Time Buyer Programs
- Move-up Buyer Services
- Luxury Home Services
- Vacation Rental Purchasing
- Real Estate Investment Advising
- Home Value Analysis
- Home Improvement Recommendations
- Real Estate Marketing & Promotion
- Contractor & Service Provider Referrals

You Can count on Me to...



Keep You Up to Date
on the Market



Find You Homes
Matching Your Criteria



Negotiate the Best
Deal We Can Get



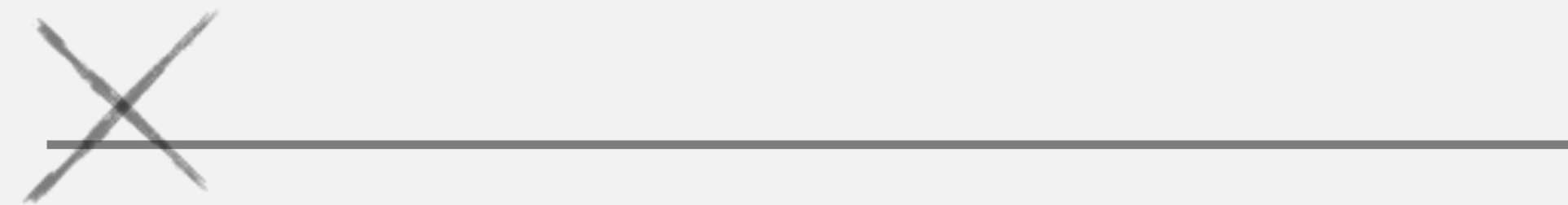
Avoid the Pitfalls of
Buying a Home



Take Fiduciary
Responsibility

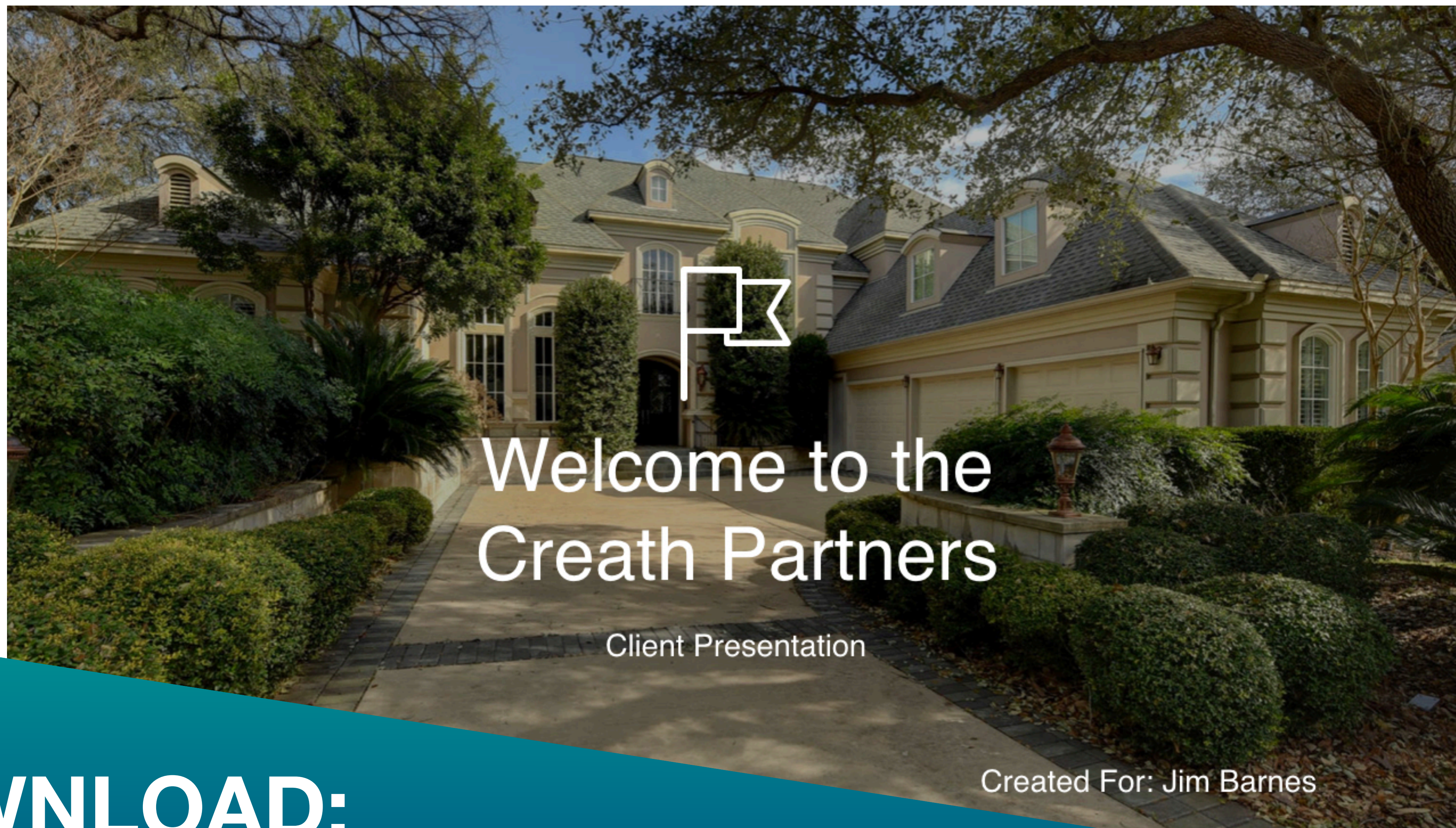
Documents & Forms

Provided you think we are a good fit, there's some paperwork for us to review so I can get to work on your behalf!





Thank You!



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Client Presentation

Created For: Jim Barnes

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THEPAPERLESSAGENT.COM/COVID19



Your COVID-19 Real Estate Response Kit

Here's a collection of all of the resources, training, tips, and more we're offering for FREE to help real estate professionals serve their clients & communities while still pushing their businesses forward

Campaigns for Staying in Touch with Your Network

Right now, you HAVE to be present in your market, with your sphere, and all your connections. Everybody that you know, that knows or is connected to you needs to hear from you now. You can't hole up right now and expect to snap back when things return to normal. In fact, this the THE TIME when those who will grab up market share are laying the foundation for all those connections, relationships and transactions to