

# How real estate agencies can safely reopen



## 1. Make your office social distancing-friendly.

When inviting prospective buyers or sellers into your office, it's important that they know they're safe. Space your office furniture in such a way that social distancing feels natural. Use signage to provide information about specific properties, your company, and your realtors to cut down on the need for face-to-face communications with employees.

## 2. Enable self-showings to keep customers and realtors safe.

Self-showings, one of the hottest trends in Real Estate, just got even more useful as they can keep clients and realtors from having to share the same space. Raydiant's cloud-based platform is the best thing to happen to self-showings since smart locks. Realtors can easily create custom welcome screens, beautifully-laid out listing pages, and even provide background music for showings. With its unique videoconferencing capability, realtors can even accompany clients remotely before, during and after showings, all from a safe, comfortable distance.

## 3. Build a more robust and active social media presence.

With reduced foot traffic to your office, it's important that people still see you in their community, even if that community is virtual. Building a bigger, more active social media presence will help raise your profile and visibility and lead to more clients. Encourage passers-by to like, follow, and share with posters or a digital screen "social wall" that shows off all those happy clients in your Instagram feed.

## 4. Help customers engage outside your office, too.

Listings posted outside a real estate office are nothing new, but these days they can play an important part of your reopening strategy. However, traditional printed signage is boring and forces you to pick and choose listings based on space limitations. Digital signage, on the other hand, has been proven to get and keep people's attention and is virtually unlimited. Raydiant provides you with a powerful set of tools to create exciting multimedia listings for street-facing screens. Incorporate video to really seal the deal. Show off as many properties as you want on just one screen.

## 5. Think outside the box.

Part of adjusting to new realities is coming up with completely new business strategies. No matter how strong your online efforts are, there is simply no substitute for having people in your office. Consider some "outside the box" solutions, **like this agency that combined their office with a café**. Businesses that draw customers in more frequently can serve as a very effective first step in your sales process.

We know real estate agencies are no stranger to change. Raydiant is here to help you thrive in this new environment.

**Learn more about how Raydiant helps Real Estate companies here.**