Mastering Technology in a Virtual Market

[Zoom](https://zoom.us/) is a great way to reach clients virtually anywhere in the world and is an ideal tool to use during the COVID-19 crisis. Practice always makes perfect, so create an account today and practice all of the tools it takes to be great at what you do.

[**Click here**](https://youtu.be/nPz1x2Xc2N0) **for a great Workman Success video to step you through the Zoom basics!**

Once you have practiced the basics, move on to mastering your craft. As a real estate professional, here are the things you now need to master in a virtual marketplace:

* Going into your MLS to show your client important information such as:
  + Active listings, locations, and maps
  + Important details of the area such as school information and taxes
* Virtual walk-throughs of properties:
  + Be able to do a virtual walkthrough for all your listings
  + Take photos or make a recording for your clients of properties they are interested in
  + Be able to show the area around the house including the neighborhood and other important details about the property
  + Instruct your clients on comments *not* to say if doing a live walk-through while the homeowner is present
* Offer a full virtual listing presentation while COVID-19 restrictions are in place:
  + Make it available online
  + Explain why moving forward with listing or a purchase makes sense:
    - Show market trends
    - Explain how to move forward today safely & responsibly
    - Share recommended guidelines from the CDC
  + Have a resource folder to share with your clients

Thank you again for attending the event today; we hope to see you again next week!