



# Expert Advice

## in Uncertain Times



CHANTAL  
TRAVERSY



SHERYLL  
WHITE



NICK  
LIBERT



JANICE  
PETTEWAY



SHARRON  
RICHARDSON



SAMANTHA  
MORRIS



ANNETTE  
ANTHONY

When you're down, reach up and when you're up, reach down are words spoken by our Founder and Chairman, Steve Morris. At EXIT Realty, we're focused on providing support, elevating confidence and increasing focus.

Below you'll find advice from our team of industry experts on how to handle current listings and generate new ones, help buyers and follow up with clients, and leverage your time wisely with productivity to help keep you focused. In addition, you'll learn about opportunities in the real estate market today, creating a continuity plan, tips for your health and wellness, and technology to positively impact your business as we practice social distancing.

**Chantal Traversy, Co-Team Lead and Sales Associate**  
**EXIT Lifestyle Realty**  
**Text BOLD SOLUTIONS to 85377**

1. Make the choice if business as usual is right for you and your family. Practice safety precautions if you do carry on with business as usual.
2. **Predictability = Trust.** Provide your clients with some certainty in these uncertain times by letting them know a specific day and time when you will be checking in with them to update them. i.e. I will be calling you every Monday, Wednesday and Friday at noon with an update. Make a note in your calendar and keep making the call. Even if you don't have an update, use this as a time to check in with them and connect.
3. Leverage technology and video for connecting with your clients and sphere, virtual showings, virtual open houses, home tours, listings appointments, offer presentations, document signatures.

**Sheryll White, Broker/Owner**  
**EXIT Realty DTC/EXIT Realty Cherry Creek/EXIT Realty Pikes Peak**  
**Text SHERYLL to 85377**

1. Take care of you.
2. Take care of your "Pot of Gold" (COI, Database).
3. Keep visual online and through phone and text so you become the trusted advisor.

**Nick Libert, CEO/Owner**  
**EXIT Strategy Realty**  
**Text LIBERT to 85377**

1. Begin using a time blocked calendar appropriate to the current situation.
2. Rise early and with purpose--read *The Miracle Morning* and consider joining the EXIT Facebook group; check out free online group exercise classes from Barry's Boot-camp, Core Power Yoga, and more.
3. Read *The Compound Effect* by Darren Hardy. Little changes now, while we have time to focus on making them, will bring big rewards later.
4. Revisit your business plan or create one.
5. Revisit your vision board or create one.
6. Use/share the 411 Accountability and Goal Setting template to stay on track in areas both business and personal.
7. Group and then touch every person in your database, connect with them on social media.
8. Filter your email to better categorize and shift it to manageable groups and categories.

**Janice Petteway, Director of Brokerage Development**  
**EXIT Realty Corp. International**  
**Text JPETTEWAY to 85377**

1. Stay involved and on task.
2. Be the expert on your local market so you can educate your consumers.
3. Get the data on vacant homes and rental properties and reach out.
4. Highlight the support you are getting from your office and corporate...outside agents who are not being supported may be open to you inviting them into EXIT.

**WHEN YOU'RE DOWN, REACH UP AND  
WHEN YOU'RE UP, REACH DOWN.**

- Steve Morris, Founder and Chairman, EXIT Realty Corp. International

**Sharron Richardson, VP Broker Services**  
**EXIT Realty Corp. International**  
**Text SHARRON to 85377**

Creating a Business Continuity Plan in 3 Steps:

1. Create a BCP team.
2. Create a Business Impact Analysis by asking the team: What are the CRITICAL SERVICES that must be maintained for business to continue without substantial negative financial or public-facing impact?
3. Implement a strategy for each critical service.

**Samantha Morris, VP Digital Marketing**  
**EXIT Realty Corp. International**  
**Text SOCIAL to 85377**

Be cognizant about mitigating stress, loneliness and indifference as they have a significant effect on your physical, emotional and mental body.

1. Reduce stress and put your body in a state of ease by getting enough sleep, staying hydrated, fueling yourself with good food, consistently staying active and by taking time to decompress or meditate. There are countless apps available to assist you with all of this at home and on-demand.
2. Stay connected to ease your emotional body. Isolation can cause loneliness so it's important to remain connected through voice, video and text messaging with your family and friends when you can't see them in person. A great conversation can provide the love, support, encouragement and confidence needed during significant change.
3. Protect your mental body from indifference with inspiration. Stimulate and expand your mind by reading, listening to audio-books or take an online course to build your personal or professional skills. Music also has an incredible effect on your mood. Incorporate your favorite songs, curated playlists or podcasts to enhance your day.

It's never been more important to practice self-care. Enable yourself to operate from a place of health and wellness for long term success. Subscribe to [www.focusongoodhealth.com](http://www.focusongoodhealth.com) for information and tips to help you along the way.

**Annette Anthony, VP Technology Engagement**  
**EXIT Realty Corp. International**  
**Text ENGAGE to 85377**

1. Share your Mobile Business Card™ on Facebook and Instagram via Stories using video.
2. Your EXIT Realty Connect App can keep you connected to your peers, EXIT nation, your contacts and your productivity. Let's break it down-
  - a. Check in on one another and offer support/share best practices.
  - b. Connect with your EXIT nation. Find associates from areas where you know consumers move to and from. Share market data regularly and share referrals.
  - c. Share your app with your audience. They can search, contact you, refer business to you through the app.
  - d. Immerse yourself in the Media section and learn daily. Share what you've learned.

**BELIEVE YOU CAN AND YOU'RE HALFWAY THERE.**

- Theodore Roosevelt