



Working with Buyers Remotely

Created by Erin Helle

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<https://bcglobalinvestments.com/keepingitreal/>

Understanding the Remote Buying Opportunity

Harnessing this skill can give you an edge over other agents who aren't prepared to work with buyers remotely. Working with buyers remotely can often be easier. You typically have more control over your schedule, and remote closings are becoming increasingly efficient.

****Key Point:**** The process remains similar to in-person transactions but with added reliance on technology.

****Essential Elements:**** Clear communication and trust-building are paramount.

Steps in the Remote Buying Process

1. ****Initial Consultation****
 - Preferably via video (FaceTime, Google Meet, Zoom) to build rapport.
2. ****Virtual Property Search****
 - Likely what you've been doing.
3. ****Virtual Tours****
 - Take videos or conduct live tours via FaceTime (ensure Wi-Fi access in advance). Marco Polo is a great app for this.
4. ****Offer and Negotiation****
5. ****Remote Inspection and Appraisal****
 - Manage this process using reliable vendors.
6. ****Remote Closing****
 - Get all details and instructions ahead of time to avoid surprises on closing day.

Communication Tools

- ****Video Conferencing:**** Zoom, Google Meet.
- ****Instant Messaging:**** WhatsApp, Slack.
- ****Short Video Messages:**** Marco Polo.

Collaboration Tools

- ****Document Sharing:**** Google Drive, Dropbox.
 - Suggest creating a Google Doc for all transactions to keep organized and accessible.
- ****Electronic Signatures:**** DocuSign.

Best Practices for Virtual Property Tours



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1. ****Preparing for Virtual Tours****
 - Ensure a high-quality camera and stable internet connection.
 - Prepare a detailed walkthrough script.
 - Take photos of specific details that might be of interest.
2. ****Conducting Virtual Tours****
 - Use platforms like Zoom, FaceTime, or specialized real estate apps.
 - Provide a comprehensive view of the property and neighborhood.
 - Record a driving video to show the surrounding area.
3. ****Follow-Up****
 - Send recorded tours and additional photos.
 - Be available for follow-up questions.

Managing the Transaction Remotely

1. ****Document Management****
 - Organize all documents in a shared, secure cloud storage.
 - Ensure all parties have access and track deadlines.
2. ****Regular Updates****
 - Keep buyers informed with regular updates via email or messaging apps.
 - Set up regular check-ins.

Ensuring a Smooth Closing

1. ****Remote Closing Process****
 - Coordinate with title companies and lenders offering remote closing services.
 - Use electronic signature tools for documents.
2. ****Final Steps****
 - Confirm all documents are correctly signed and submitted.
 - Schedule a final video call to celebrate and review last-minute details.
 - Ask for a review and referrals.

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