

McQuay

Simple Online Selling Guide

It doesn't have to be complicated!

McQuast

Everyone is talking about it. Can we **sell homes entirely online** or do home buyers need the “touch and feel” experience? Well, recent launches have proven that many buyers for pre-construction homes are ready to digitally-sign on the dotted line without ever stepping foot in your model home.

Online Sales Technology is not entirely new. It has been around for quite a few years and some amazing Canadian companies are at the forefront of this wave. In times of volume selling, these programs are fantastic for Inventory Management and launches with multiple sales people so you don't sell the same home to two people! Contacting them to set up a full system is a great idea in the long term and if you are prepared to spend on this. I highly recommend **Offplan** by Avesdo, **Blackline** by Adhoc or **Salefish**.

BUT, if you are looking for something shorter term and you want a simple, hassle free way to sell online, check out these SEVEN simple steps and let us know if you need any assistance!

AVESDO Presents
OffPlan
It's time to sell online.

The advertisement features the Avesdo logo at the top, followed by the text 'OffPlan' and 'It's time to sell online.' Below this is an illustration of a person sitting at a desk with a computer monitor displaying the OffPlan logo and 'Buy Your Home Here'.

BLACKLINE

HOME FEATURES CLIENTS DEMO

SUITE MANAGEMENT
Manage the status of suites that will affect the visibility of those suites on Blackline

REAL-TIME AVAILABILITY
Suite availability updates in real-time so all sales presentations are in sync

UNIT ALLOCATIONS
Empower sales agents by allocating specific units for them to sell with Blackline

ANALYTICS
Understand your project's performance to inform your strategies and suite mixes

blackline
BLACKLINE Logout

Availability Settings Allocations Analytics

Floor plan data

FLOOR PLAN POPULARITY

1. Suite 1D	23%
2. Suite 1D-T	12%
3. Suite 1D-P	9%
21. Suite 1C-T	0%

TYPE POPULARITY

1. 1B	61%
2. 2B	26%
3. 1B+D	11%
4. 2B+D	0%

SALEFISH

STAY AHEAD OF THE TIDE
it's easier than you think

SELL REAL ESTATE 24/7 FROM ANYWHERE WITH SALEFISH SOFTWARE

The advertisement features the Salefish logo at the top, followed by the text 'STAY AHEAD OF THE TIDE' and 'it's easier than you think'. Below this is an illustration of a laptop displaying a play button icon and the text 'SELL REAL ESTATE 24/7 FROM ANYWHERE WITH SALEFISH SOFTWARE'.

Step One

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Create a sales "presentation" (otherwise known as a "pitch deck") that is easy to follow for you and the clients.



As a starting point, you can use your project brochure and reformat into a single page (rather than double page spread) "story" about your offering including your site plan/unit availability, pricing, floorplans, etc. Ideally this follows the "macro to micro" approach, just as you would in a face to face sales presentation.

Now is the time to invest in creating **MORE** digital content - walk-throughs, interior renderings, videos - even a digital "flip book" that you can send as a tease before your "meeting". Don't forget the emotional - stay away from too much logic.

We can help with this!



Step Two

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Create an EMAIL to go out to your database.

Messaging should be specific to your current offering and explain there is demand, so you are moving to online sales. This will include a link for them to book their appointment.

Tip!! Add another **Call to Action button** somewhere with a tease of some sort (ex. see our new design!). You will know who opens this email and who clicks on the link, even if they don't book an appointment so you can follow up with those people via phone/text/email as you know they are interested.

Another Tip!! Add your gorgeous face to the email... a personal approach (resale style!) will help.



And one more Tip!

Make this email your **auto reply** and then every person that registers will get the email to book an online appointment. Add a splash of digital advertising and your sales people will be busy all day. People are at home and bored!

Step Three

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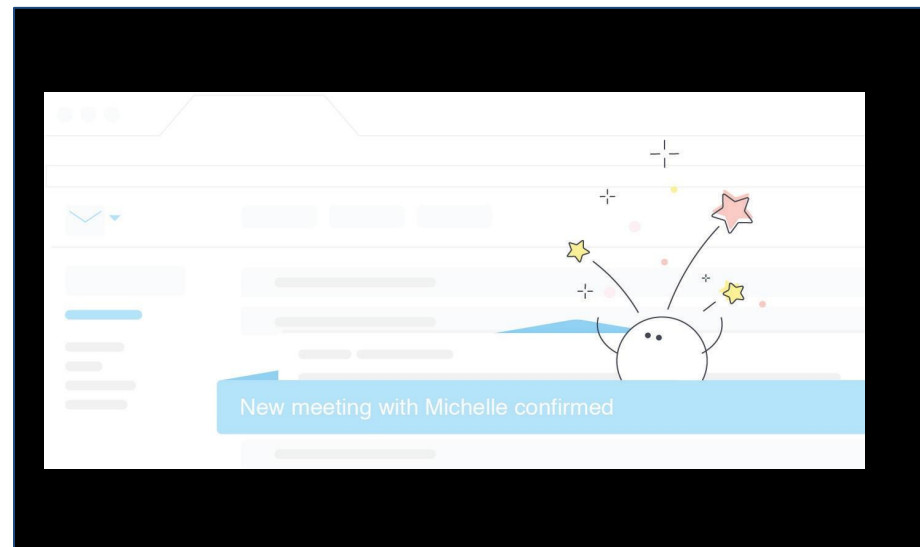
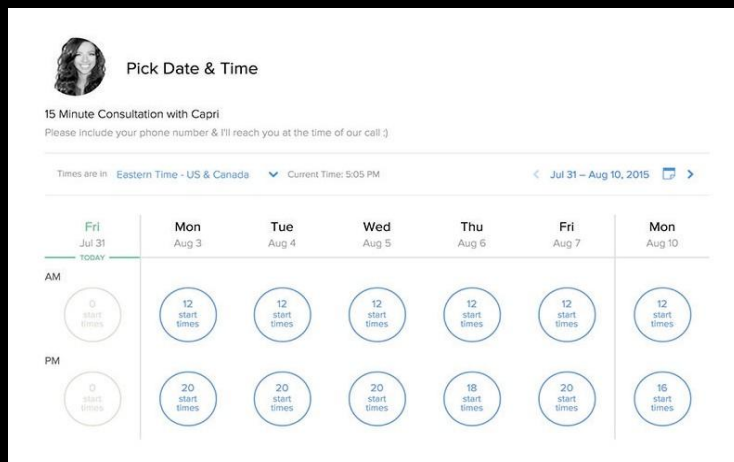
Appointments!

Set up appointments with potential buyers using an appointment system like **Calendly**. A lot of you are using this already and it is **completely FREE for the basic app. or just a nominal fee of under \$10 per month for branding option.** Calendly allows for people to book an appointment on their own easily, at 15 minute time intervals during the day.

Once they book, they will receive a **notification** of their booking via email and then a **reminder** leading up to the scheduled appointment. These emails can include a Zoom/GoTo meeting link for a virtual appointment.

They can even add to their Google Calendars. And you get a notification too and can add it to your calendar!

It's easy to set up, but we can do it for you as well. We just need to know where appointment notifications should be emailed to and what times you want to be available! <https://calendly.com/>



Step Four

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VIDEO Meetings!

We have found **Zoom Meetings** to be very effective. The programs allow you to

- easily connect to the meeting
- share your screen to present your sales pitch
- and see the person as if you were sitting with them face to face.

Clients can either connect to the meeting by downloading the app or connect through their browser, without downloading the software. They may also connect just on an audio basis through their phone; however, it's encouraged to use the video option to allow for a more personalized experience.

Its free for forty minutes, but ideally you would buy a package. We can set up the account for you!

There are a lot of other great video conference programs out there too, such as GoToMeeting. But Zoom is our FAVE!

Here is a demo of Zoom Meeting:
<https://zoom.us/test>

zoom



Step Five

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DocuSign

Once the potential buyer is ready to purchase, you can bring up the agreement on your screen to walk them through it, and explain how signing via DocuSign works. The agreement is sent to them through DocuSign and they can sign with an electronic signature, which can be upheld in a court of law. You will need to get an account set up with DocuSign and your Sales People should be able to help with this.

<https://www.docusign.ca/>

A PDF of the signed agreement can then be easily emailed to all parties requiring it (homebuilder, sales team, clients, lawyers).

Request for Signature



Sarah Joans
UI Feed

DocuSign®

Can you please sign this?

Please read the [Electronic Record and Signature Disclosure](#).
 I agree to use electronic records and signatures.

CONTINUE

MORE OPTIONS ▾

DocuSign Envelope ID: 7E62E6EB-A201-4A6F-91A7-CD51E2423CA4

A Simple PDF File

This is a small demonstration .pdf file -

just for use in the Virtual Mechanics tutorials. More text. And more text. And more text. And more text. And more text.

And more text. And more text. And more text. And more text. And more text. And more text. Boring, zzzzz. And more text. And more text. And more text. And more text. And more text. And more text.

Step Six

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Congratulations!

Send a follow up congratulations on your purchase from the President immediately and let them know the next steps, such as where to send their deposits, when their decor appointment will be, and who they can contact. Send this via **email** and also via **Canada Post**. This will assist with Buyers Remorse, which is likely to happen at times like these. We can prepare this for you and ensure we use a copy strategy that will assist with giving the buyer security to not cancel.



Step Seven

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Deposits can be sent via Bank Wire Transfer, but you will need to set this up with your bank if you have not as of yet. You can just include the Wire Transfer info to the purchaser in their follow up letter sent via email immediately after purchase.

They can mail the balance of their deposit cheques to your office, rather than you sending a courier to pick them up. Include in the follow up letter who they make the cheques out to.

Final Thoughts!



Our Industry **CAN** and **WILL** continue to operate during these challenging times!

Our clients who are still “in market” with Digital Ads are still seeing a good number of quality leads coming in every day. People are bored and are craving normalcy. They want to see interesting, non-virus content.

Now is the time to modernize your operations, follow up with your leads in a timely fashion and get ready to sell online!

McOuat

If you want to talk strategy,
call **Lianne McOuat** at
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or **416 953 0380**