

# Applying ALM Virtually

Maintaining a human connection in your business is key, especially these days, when so many interactions take place virtually. Whether the buyer is out of town, staying socially distanced, or simply prefers it, requests for video correspondence and virtual tours are becoming more frequent. Fortunately, there are simple strategies that can make a virtual meeting feel personal, productive, and effective.

## Important details to keep in mind

Regardless of whether it leads to meeting in person or virtually, the goal of the first call should always be to secure an appointment.

### Best Practices

- Start the conversation with confidence by delivering a strong introduction and using the ALM framework.
- Put the buyer at ease by explaining touring options available to them.
- Guide the conversation with empathy to build a human connection.

### What to Avoid

- Pushing buyers toward an in-person tour if they're not comfortable.
- Feeling like you need to work out all the technological details on the first call — use this as a reason to follow up!
- Forgetting to schedule a time to connect next, either for the tour or other next steps.



## Put a virtual twist on ALM

### Start with a professional greeting

Hi [contact name]! This is [your name] with [brokerage]. I saw you inquired about 130 5th Ave. StreetEasy referred you to me, as I'm an Expert buyer's representative and have done several deals in this [building/neighborhood].

## A

### Appointment

If a buyer is unable or has hesitations about viewing a home in person, reassure them that you can keep their search moving, whether in person or virtually. Your goal of scheduling an appointment with them should not change.

In-person request:

This is a great [apartment/building]. When would you like to go take a look at it?

Virtual request:

I'd be happy to send you a recorded video tour of that listing, or do a live video chat with you from the property so you can ask questions in real time. Which works best for you?

L**Location**

When asking about location, you can add value to your client's search by offering to virtually tour other properties in the area. Help buyers narrow down their search by encouraging them to tour multiple properties from the comfort of their own home.

Are there any other properties you're interested in? I'd be happy to arrange [in-person/video] tours of those as well, or anything else I've come across that may fit your criteria.

M**Motivation**

Live video chats are a great opportunity to ask deeper questions about the buyer's main motivations for moving.

What is it that you like about this property?

What is motivating your move right now?

What are some of your dealbreakers or must-haves in your next home?

## Closing the call

Always leave the client with clear next steps and expectations for when and how they should be hearing from you.

### TIP

Send a calendar invite for the tour, whether it's virtual or in person. If it's virtual, set the location as the video call method (FaceTime, Zoom, etc.)

### In-person meeting:

I look forward to seeing you at [address] on [day] at [time]. Don't hesitate to call or text me if you have any questions in the meantime!

### Recorded video tour:

Let me see if I have a video of that property already. If not, I'll go get one recorded for you. I'll keep you posted over text shortly.

### Live video tour (iPhone):

I look forward to video chatting with you on [day] at [time]. Does FaceTime work, or is there another application you'd prefer?

### Live video tour (Android):

I look forward to video chatting with you on [day] at [time]. Does Zoom work, or is there another application you'd prefer?