

Five Tips to Effective Real Estate Collaboration

Real Estate is a technically advanced industry with a multitude of ways to engage with your clients and colleagues. Collaborating effectively using technology has never been easier, but sometimes we forget the simple methods of communication.

In order to have an efficient way to train, you need a tool that can be versatile and help you be everywhere at once, while refining your onboarding experience for new agents and employees. Here are our five tips on effective real estate collaboration!

TIP #1

Successful Agents Communicate with Their Team

Yes, I'm sure you do communicate with your team, but in what way? From leadership and beyond, how you communicate affects your overall culture and team morale. Here several ways to keep your agents and employees motivated through communication.

Celebrate Your Team's Success

Let your team and colleagues know their ideas matter and congratulate them when a job is done well. When collaborating, people should feel supported and encouraged by their team members. After all, no one wants to contribute to a team discussion when they feel judged or unimportant. Let your team know when they have a great idea and encourage everyone to participate. Celebrating the small wins is just as important as the big ones.

Notice All Team Members Contributing to Success

From managing reception to the seller signing on the dotted line, all team members play a part in your customer experience. Ensuring all team members are congratulated when a contract closes is important. Some team members may feel excluded as their input may seem menial compared to other contributors. Be aware of who the contributors are and congratulate them equally. Keep a note on team members working on projects you may be managing, that way when it comes to completion you know who to congratulate and thank.

TIP #2

Technology is Everything - Collaborate Using Video

It's surprising how different an exchange of communication can be when collaborating over video conference or FaceTime instead of email. Using video creates an authentic experience.

Use video to collaborate with your stager and celebrate team wins

Like [Spyglass Realty](#), use Facetime or [Facebook Live](#) to detail the house layout, style, and scope of work. Your stager can take notes and refer to your posted Facebook Live video once it has been completed. Sometimes you want to capture a moment and a photo captures an instance, but a video visualizes the team's engagement and is a great marketing asset to have to display team culture.

Contract negotiations

For both buyers and sellers, negotiations over the final terms of a sale are perhaps the most nerve-racking part of the entire real estate process. Even when negotiations go well, buyers and sellers can be anxious and nervous. This can be eased through meeting with clients using video conferencing. It helps you work through details of offers and counter-offers in a timely and relaxing manner, rather than wading through email chains going back and forward trying to reach an agreement.

TIP #3

Make Your On Boarding Experience Simple and Efficient

Every day that your agent is learning the ropes is another day they're not closing deals. Ensuring you have a solid on boarding experience and time frame shows your new employees you want them to be successful and well equipped for their role. An efficient onboarding experience also leaves new team members with a feeling of... "If they're this organized with their on boarding, then they're likely just as organized in other aspects of their business."

Make videos of tools that you use internally

Gone are the days of documentation outlining step-by-step process on how to use company systems and tools. Use screen recording to explain how to use these tools and store this in an easily accessible location for your team to refer to later.

Q&A of common questions asked during on boarding

Ask new starters to write a list of questions they have during their on boarding experience. Keep these collated and provide responses after or during their on boarding. As new team members begin their employment, the on boarding process will become shorter. Who knows? Maybe some of their questions could create a new business service or idea.

Record a day-to-day breakdown

Sometimes showing a new team member how their role operates day-to-day is easier and more efficient than them finding it out for themselves. Explain what the role entails and when certain responsibilities should be fulfilled over the course of a day. This is an efficient way of 'shadowing' a colleague.

TIP #4 Support Your Team, Even If You Aren't Getting Commission

It's always nice to be nice, and an act of kindness can go a long way! Perhaps you don't want to collaborate on content, but you still want to give the mutual pat-on-the-back a go. Once that's out of the way, try creating a cross-promotion agreement with another non-competing agent in your team. Reach an agreement on what the requirements are. For instance, an agreement could be that you both 'like,' share, engage with, and amplify each other's content on varying platforms.

TIP #5 Use a Collaboration Tool That Is Intuitive

Email is not your only option. There are many tools out there built for better communication. Try [Workplace by Facebook free for 90 days](#) and see if it's a match for your real estate team.

Workplace is a private, secure, cloud-based collaboration space and communication hub operating with a familiar user experience (similar to Facebook Personal) to help companies remove communication silos and promote more open collaboration between teams, groups, and external suppliers and vendors. Workplace is for any size organization.

Workplace is affordable and can help you replace costly internal technology. Only pay for active users: \$3 per user per month.

About Enblo

At Enblo, we are constantly exploring ways to apply modern digital solutions to drive essential breakthroughs in organisational culture and business value. We believe that the future of work requires networking, mobility, and collaboration. This is why we have partnered with Workplace by Facebook.

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