

Follow-up email template or conversation guide:

Good afternoon, Juan. Sue Smith here. We spoke/emailed (insert the last date of contact) about listing/buying your home.

I know it's not a good time for anything these days except for taking care of our loved ones. (Insert check-up question from list here)

Times are definitely challenging right now, and I wanted to check in and reassure you that I can meet and show homes virtually if that is called for in the future. Have you given any more thought to your time frame to buy/sell?

Hopefully by (insert date of their time frame), we're not dealing with these kinds of issues, but I wanted to see if I can be of help with any resources.

When would be a good time for us to reconnect on getting your house on the market/finding the perfect home?

Please stay healthy and I'll reach out to you (put whenever your next follow up date would be) if I haven't heard from you before then on how I can assist.

Alternative check-in questions instead of "How are you?":

1. How are you taking care of yourself these days?
2. What part of your shelter-in-place residence have you come to appreciate the most?
3. What surprising thing have you been stocking up on (that isn't toilet paper)?
4. What's a story – from a book, a movie, an article, a conversation – that you've been gripped by recently? Why did it capture you?
5. What habit have you started, or broken, during the quarantine?
6. Which specific place are you most looking forward to visiting once this is all over?
7. What's been the easiest part about the quarantine?
8. What are some things you have realized that you don't really need?
9. What's a new habit you've started that you plan to keep after this?
10. What's surprised you most about "sheltering in place"?