

COVID-19 Sixty Day Plan

Days 1-30 (3/23-4/23)

Week 1:

1. Add COVID-19 disclosure on website masthead similar to <https://www.nihhomes.com/how-nih-homes-is-dealing-with-covid-19/>
 - a. For Wordpress sites we recommend the plugin "Simple Banner"
2. Add a blog post with link to the masthead disclosure (see template below).
3. Set up a virtual meeting platform for Prospects and Leads
 - a. Free
 - i. [Skype](#)
 - ii. [Google Hangouts](#)
 - b. Paid
 - i. [Zoom](#)
 - ii. [GoToMeeting](#)
 - iii. [Webex](#)
 - iv. [Ring Central](#)
4. Encourage all prospects to continue meetings virtually. Set a plan with prospects that want to pump the breaks. Extend reservations, plan design deadlines, etc.

Message Templates

Website masthead message template:

[Insert builder name] appreciates your business and shares your concern in protecting your health, the health of our employees, trade partners and our community.

In an effort to do our part and limit the spread of COVID-19, we have made the decision to close our model home(s)/office/design center and offer virtual planning consultations in place of in-person consultations.

Please [see how we're handling](#) [link to blog post below] different aspects of our business or call [insert appointment phone].

If your model(s) are virtual only <https://www.nihhomes.com/>

If your model(s) are open but limited <https://triplecrownhomes.com/>

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Blog #1: "Clients and Friends"

Blog post with message to everyone involved with your company. Insert a photo of the owner(s) at the top right of the post. Wrap text.

Sample <https://www.nihhomes.com/how-nih-homes-is-dealing-with-covid-19/>

Template

Dear clients, future clients and friends of [insert company name]

As social distancing continues to evolve due to the COVID-19 pandemic, I/we wanted to give an update on how [insert company name] is protecting our employees, clients, trade partners and local communities.

- **To our current clients.** Your home/project will continue to be worked on with the following precautions we've added to your job site.
 - We are only scheduling one trade at a time to work on your home
 - We've encouraged our trade partners to use separate vehicles
 - At the final clean your home will be disinfected by our cleaning team
 - If you need non-emergency warranty work we will extend the deadline for completing this work until social distancing restrictions are lifted. Emergency work will still be performed.
- **To our future clients.** Our office hours have been modified and some/all employees are working remotely. This is how to contact us _____[insert email and phone]
 - All of our contractual agreements will be done electronically
 - All payments will be electronic for safety and convenience
 - Until further notice, all meetings will be held virtually
- **To our friends and fans interested in a new home/remodeling their home.** Our model home(s) are now open virtually! [or] We are now hosting virtual consultations. Our virtual consultation days and times are _____. Please click here [link to contact page] to schedule your virtual consultation [link to contact page].

[insert company name] has been in business since _____/ and survived through stock market swings, 9/11 and recessions. We will survive this too.

[or]

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[insert company name] employees have combined construction experience of _____ years. We have a team of dedicated professionals that have weathered many storms over the years, and together we're dedicated to your housing needs.

We truly appreciate the trust you've placed in us and are grateful for your patience and understanding as we adjust to these extraordinary times.

[Closing Salutation]

Company owner(s)