

AS A REALTOR®, WHAT WAS THE BIGGEST UNEXPECTED BENEFIT TO COME OUT OF 2020?



Kath Hammerseng

Edina Realty

Taking travel time out of the equation has allowed me to fit in more classes and meetings into a shorter time. Seeing everyone on video also allows physical cues and expressions to enhance communication, even in larger groups. Lastly, so much time on video makes me more comfortable with the medium and has expanded my outreach to clients.

I saw a massive shift in utilizing technology for multiple showings of a property before a buyer even took a step into the home. Using Zoom and FaceTime has completely changed how I show properties and write contracts. With an unplanned push, we've forced every generation into utilizing technology to maximize our impact on real estate transactions.

Brandon Johnson

Coldwell Banker Crown
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Frank Hough

RE/MAX Results -
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The biggest unexpected benefit to come out of 2020 has been the adaptation to technology. My clients and I have done Zoom meetings, Facetime chats, and have done much of the paperwork electronically. My clients don't have to come in to go through paperwork with me, which is convenient for them.

The biggest unexpected benefit was having two listings with new customers based on signage and newspaper ads alone. The initial meetings were conducted on Zoom or WhatsApp calls and my first exposure to the houses were also using that technology. When I finally met the clients, they were on the front porch and I was on the sidewalk, six feet away.

Judith Shields

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