

5 WAYS OPENN GENERATES MORE APPRAISALS FOR AGENTS



HERE ARE **5 WAYS** OPENN HELPS AGENTS MAINTAIN A STRONG APPRAISAL PIPELINE - IN ANY MARKET



The real estate market can be an unpredictable beast – ebbing and flowing through seasonal changes, and at other times taking a complete nosedive during times of uncertainty.

Openn was founded during a challenging market. Despite this, it has proven to be a highly effective sales tool for agents in all market conditions.



1.

**CONNECTS
YOU WITH
MORE
PROSPECTS**



1. | CONNECTS YOU WITH MORE PROSPECTS



Contacts are king in real estate. The more buyers you can meet and capture during your property campaign, the better – because chances are many of them have something to sell themselves.

Openn's online sales processes create a wider buyer pool, as buyers who would normally be excluded from a traditional auction, such as those with flexible conditions, can participate. This, coupled with the ability to allow buyers to transact end-to-end, online, from anywhere in the world, means agents truly maximise their listing's potential to build relationships with new ready-to-sell prospects.

Agents using Openn effectively get all the benefits of a traditional auction process (transparency, no cooling-off, competition), plus data consistently finds they secure more buyers on their properties.

AVERAGE ACTIVE BUYERS ON A PROPERTY

Openn vs Traditional Auction

3.6

BUYERS



Source: Openn property data for 2022. Data includes online private treaty and auction campaigns

2.3

BUYERS

VS



Source: Ray White auction data for 2022.

2.

AMPLIFIES
YOUR
SUCCESS



2. AMPLIFIES YOUR SUCCESS

Discover a powerful way to attract future vendors by allowing them to watch you sell online in real-time.

Openn's free observer feature allows you to welcome potential sellers to watch your campaign as it unfolds. They see how many buyers are joining and (depending on the sale settings) they see the offer prices updated in real-time. Leading agents will send an invitation to observe via SMS, email or letter box drop to a street or suburb they are seeking to increase their market share in.

Watching you leverage modern tools to extract an incredible result for another seller makes their decision to choose you as their agent much easier. With this digital observation feature, you effectively package your prospecting and selling into one, fail-proof system.

27%
OF SELLERS

list with an Openn
agent after
observing a sale



**“WE FIND THE ‘OBSERVER’ OPTION A GREAT TOOL TO
WIN NEW LISTINGS AND ADD TO OUR DATABASE OF
POTENTIAL VENDORS OR BUYERS.”**

GORDON JENKINSON
FIRST NATIONAL REAL ESTATE KOSCIUSKO

3.

**CONSISTENTLY
SELL FOR TOP
DOLLAR**



3. CONSISTENTLY SELL FOR TOP-DOLLAR



Openn's 2022 sales data found 27% of properties sold for >\$25k more than expected using our platform. What does this tell us? Pricing a property is incredibly challenging and risky.

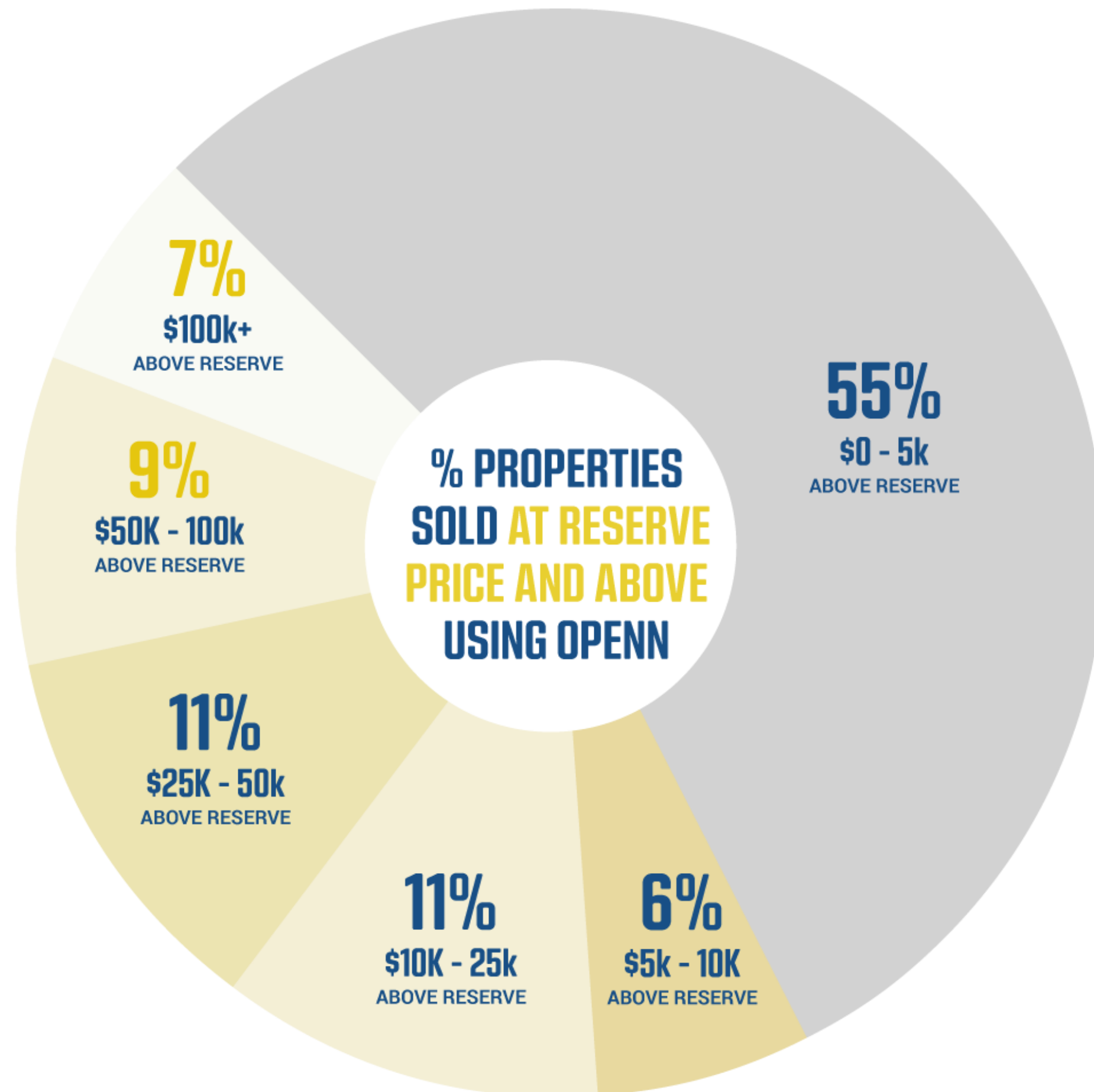
An underpriced property creates a glass ceiling on the achievable price, while an overpriced listing will sit on the market and risk the chance of achieving top dollar value through lack of competition.

Openn solves this by allowing buyers to set the price. If the opening price is low – the market will respond by turning up in droves at your next inspection. Alternatively, if it's close to market value, your vendor has proof. The whole process is controlled by the agent, allowing you to be flexible throughout the campaign by managing the minimum bid increment and sellers' reserve.

Referrals are often the largest source of appraisal generation for agents. When listings are tight on the ground, you can't afford to sour relationships with vendors by pricing the property incorrectly.



3. CONSISTENTLY SELL FOR TOP-DOLLAR



“IN ALMOST EVERY CASE, THE EVENTUAL SALE PRICE HAS EXCEEDED THE LEVEL THAT COULD BE JUSTIFIED USING RECENT COMPARABLE SALES OF SIMILAR PROPERTIES, AND IN QUITE A FEW BY HUNDREDS OF THOUSANDS OF DOLLARS.

IN MY VIEW, THERE IS NO BETTER WAY TO SELL.”

**ANDREW BLACKMAN
FIRST NATIONAL MUDGE**

Data calculated from properties sold between January 2022- December 2022.

4.

MANAGES
YOUR DAYS
ON MARKET



4. MANAGES YOUR DAYS ON MARKET

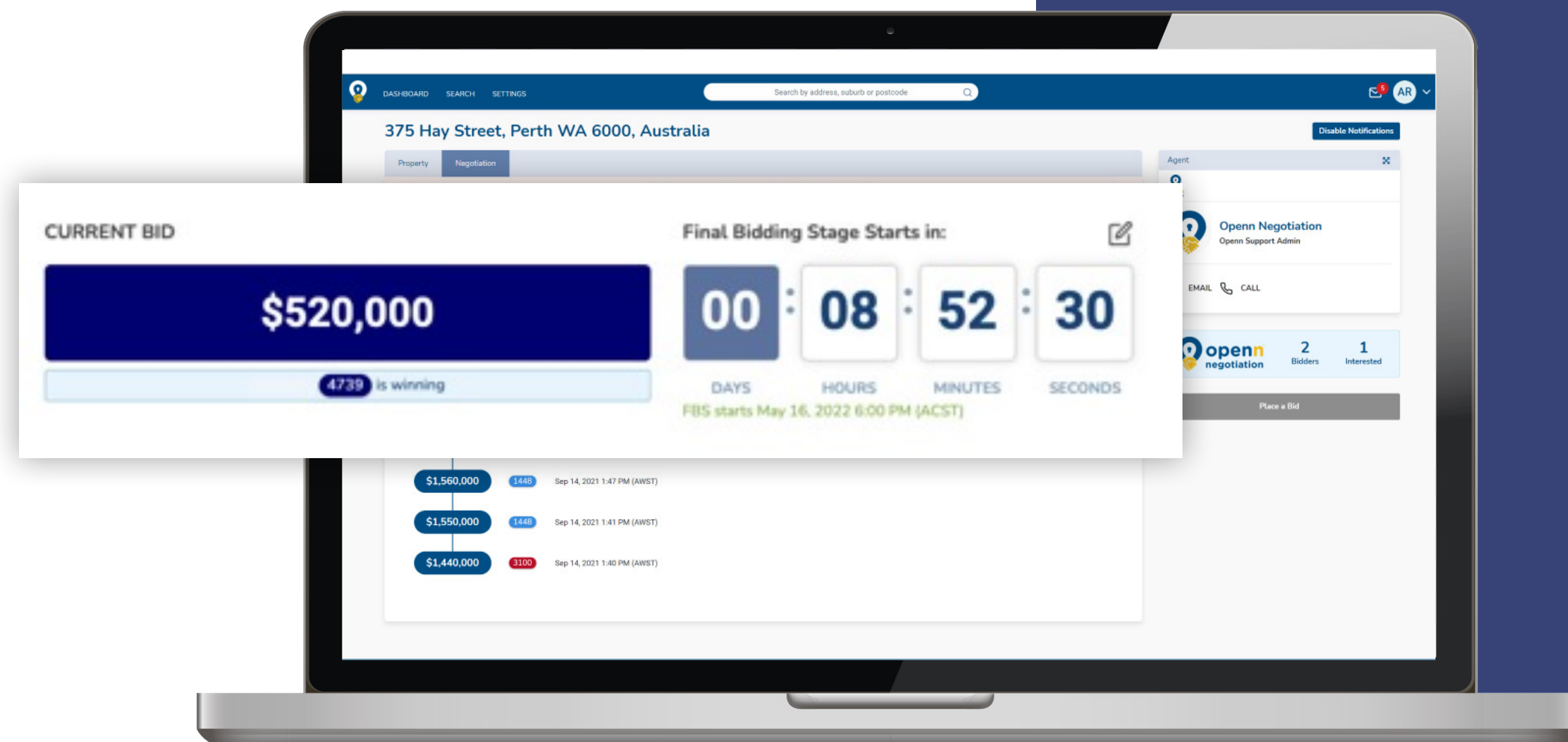


When properties sit on the market for more than 30 days, it sucks up your energy, sellers become increasingly anxious and often the only solution is to ratchet the price down.

In this scenario, it's crucial to use a process that builds competition amongst buyers in a short space of time, while giving sellers certainty they aren't underselling the property.

This is where Openn's countdown feature is powerful – it creates a defined timeframe, builds urgency and develops a strong fear of missing out amongst buyers.

Buyers can submit bids and offers from day one of the campaign, giving your seller real-time feedback on how the market is pricing the property. The Openn Negotiation online auction sales method is particularly effective as buyers are pre-contracted, allowing bids to be revealed publicly. If buyer interest starts to wane, sellers can confidently decide to sell, knowing optimum market value has been reached.



5.

DELIGHTS
YOUR SELLERS



5. DELIGHTS YOUR SELLERS



Referrals are often the largest source of appraisal generation for agents.

When you use Openn, you attract more buyers, ensure the home isn't undersold and keep everyone in the loop 24/7. It's a recipe for success that leads to life-changing results – again and again.

When those same clients think about selling again in another few years...it's a no brainer which agent is at the top of their contact list.

"OUR RESULTS HAVE BEEN MIND-BLOWING."

I am continuously shocked at the prices achieved. It's crazy!"

BEN RIDLEY
COLLIE & TIERNEY

"WHAT A GREAT RESULT FOR THE OWNERS..."

We had 3 registered bidders who were fully informed all the way through the process and totally understood how things would pan out on the night. A very relaxed bidding environment resulted in a sale price \$45,000 above the reserve. The sellers LOVED it."

LINDSAY EARNSHAW
EARNSHAW'S REAL ESTATE

"WE HAVE HAD VENDORS ALMOST COLLAPSE IN THE OFFICE IN DISBELIEF OF THE RESULT THAT HAS BEEN ACHIEVED."

MARK GUNTHER
FIRST NATIONAL

"MY VENDOR WAS JUST AMAZED. HE WAS BLOWN AWAY."

Considering he set a reserve of \$679K and we got \$770K – that's \$91K over reserve."

TIBOR KISS
XCEED REAL ESTATE

BONUS CONTENT

Appraisal tips and dialogue

SMS TEMPLATE

Before the appraisal



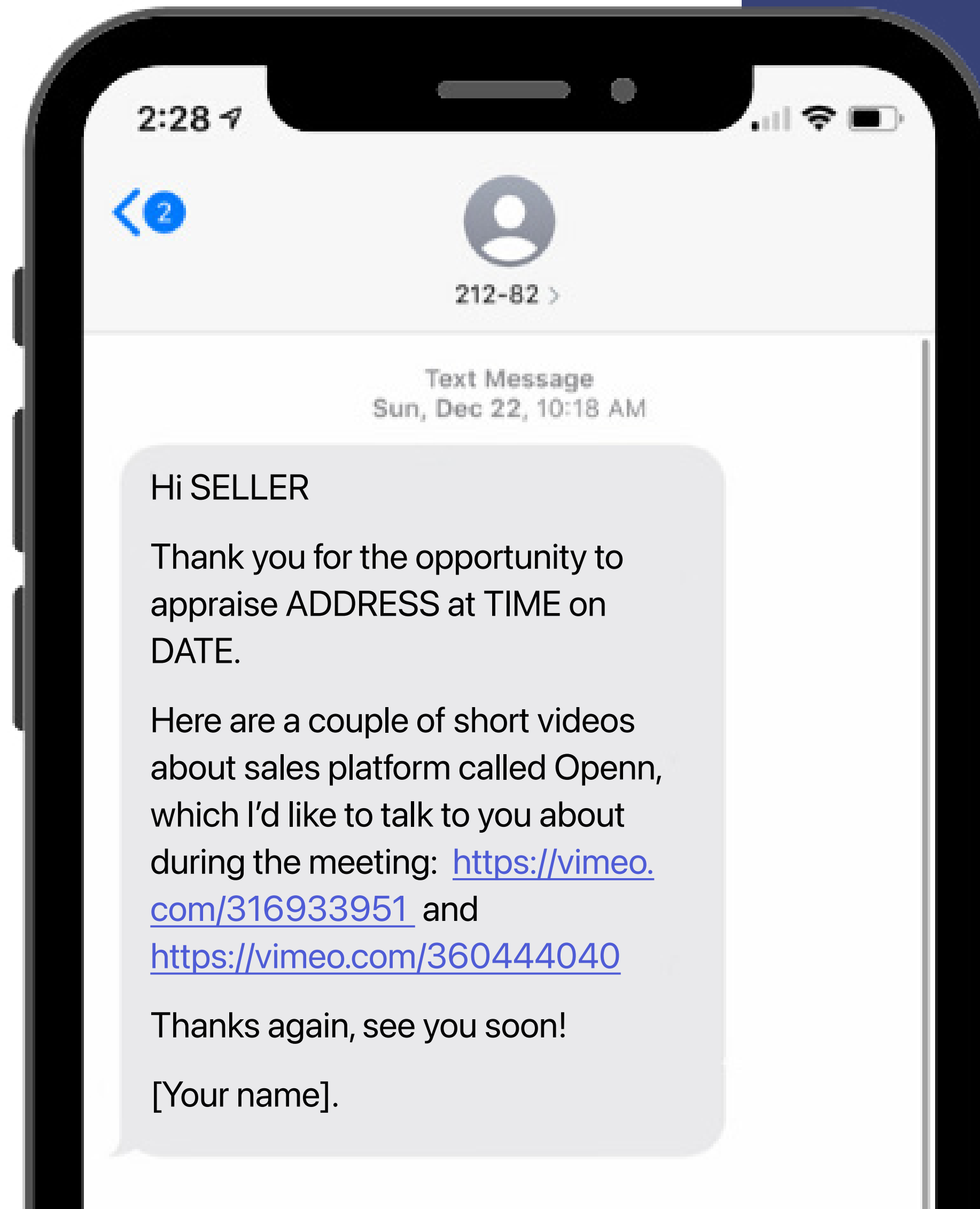
Picture this – you’ve locked in your next appraisal.

Your competition is going to present nearly identical sales strategies.

But not you. You’ve got something different up your sleeve. A suite of digital sales processes that attract more buyers, ensures the home isn’t undersold and keeps everyone in the loop 24/7.

Now, you just need to pitch it to your seller.

Here is an **SMS template** you can send ahead of the appraisal to get them excited about Openn.



PITCHING OPENN

Answering Seller FAQs



To increase your chances of walking away with a signed listing agreement, preparation is key.

This includes knowing how to answer any question thrown your way by a seller.

For agents using Openn's suite of digital tools, you can expect to hear:

Can't we sell it the old-fashioned way?

Will this work on a property like ours?

What if we don't get an offer we're happy with?

Is this process only good for buyers?

In this video, Will Ainsworth shares the exact dialogue you can use to answer these burning seller questions.



PITCHING OPENN

Tips for the appraisal

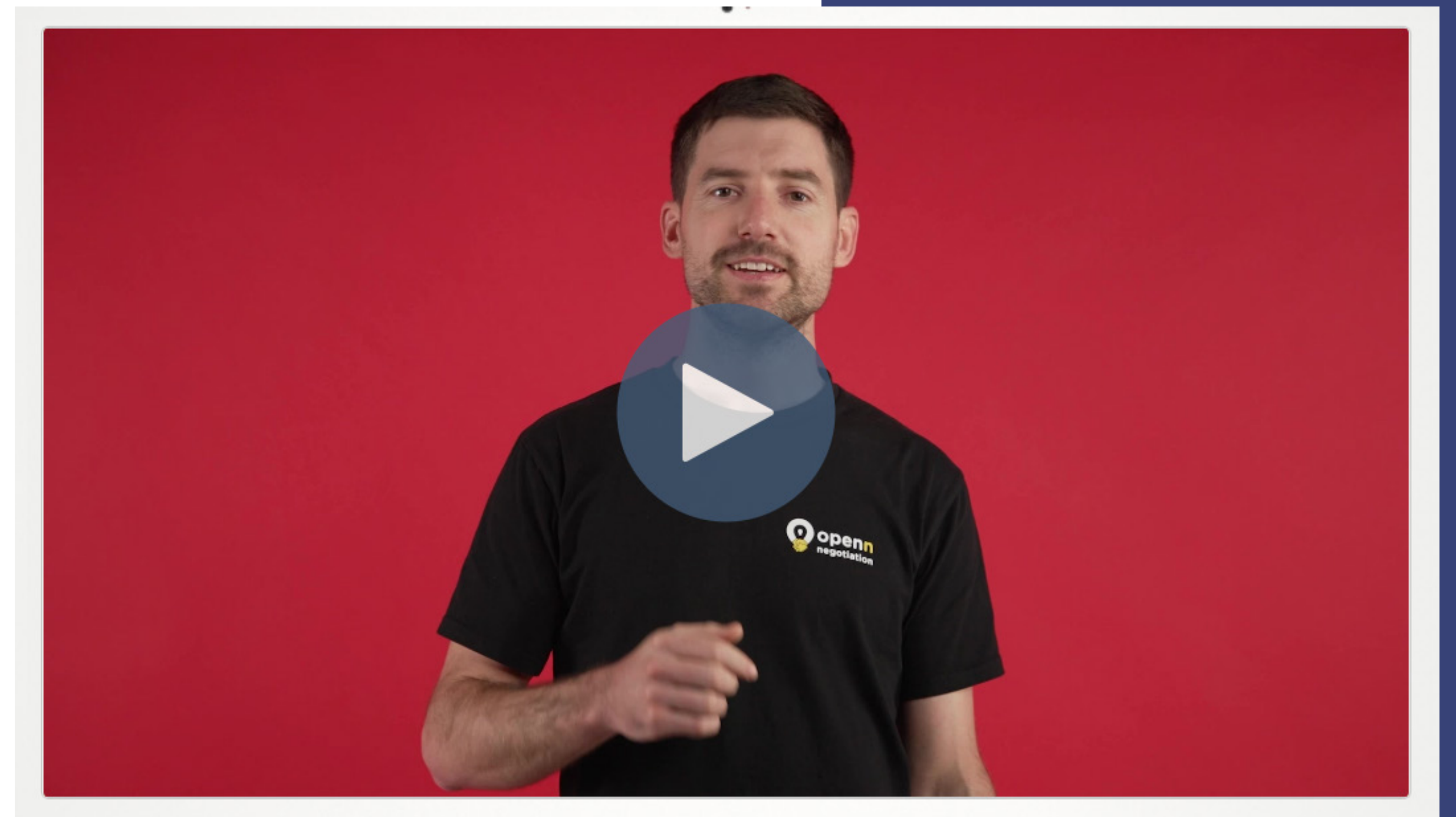


Your appraisal date is here – now what?

Openn's Training Manager, Ryan Norrish shares how to introduce Openn at your next appraisal and boost your chances of securing the listing.

Watch now to learn:

- **3 basic rules to winning listings**
- **Specific questions to ask your vendors**
- **Key benefits of Openn that are true in any market**



PITCHING OPENN

Dialogue example



Openn's Training Manager, Ryan Norrish takes you through some practical dialogue examples of how you can explain the Openn platform, and its various sales processes, to a new vendor.



PITCHING OPENN

Dialogue example



*“When there are 2 or more offers, **an agent who doesn’t use Openn** will give the buyers a document explaining there are multiple offers, and inform them they need to submit their best and final offer.*

...But the buyers obviously want to get the property for as little as they possibly can, and they have no idea what the other offers are.

*...So they put in the price they’d like to get the property for. **They’ll often then miss out, and call the agent to offer more, but of course it’s too late.***

...The agent obviously never tells the seller about this, but it’s a really common situation.

*...**If we use Openn, we never have this problem, the extra money goes to you, and it could literally be a \$50,000 difference.”***

WINNING LISTINGS

Tips from top agents

Here are a few gold nuggets on converting more listings, from some of Openn's best users.

SHOW, DON'T TELL

"I'll play a video of an Openn final bidding stage to owners and show them what's happening, and it gets their heart rate up. I think they get excited by that prospect of buyers fighting to the death for something.

You can tell them 100 different ways what happens, but you're better off just shutting up and letting them watch a final bidding stage take care of itself. That's the proof in the pudding right there. They just want to see the product."

BEN RIDLEY
FIRST NATIONAL COLLIE & TIERNEY

USE BIDDING TIMELINES TO TELL THE STORY

"With those bidding timelines, showing sellers that in the last half hour of the final stage, in some cases they've gone up \$60,000."

NATHAN JANDA
FIRST NATIONAL REAL ESTATE
SALISBURY

EXPLAIN THE POWER OF COMPETITION

"The price of your home is determined by competition. It's not determined by what you think it's worth, what I think it's worth or what 10 other agents think it's worth.

It's determined by competition and we've historically seen that properties have sold well in excess of their asking price, because of this platform we use. Like all owners, you are wanting a top price. This platform can deliver it."

STUART BROCK
FIRST NATIONAL WARRAGUL

USE SOCIAL MEDIA AS AN EDUCATION TOOL

"At the moment I'm spending a lot of time on social media, doing short reels on Insta and Facebook, explaining what Openn is, how simple it is and the benefits for buyers and sellers.

It's not a hard sell, it's just giving them the information, and after understanding it, why would you use anything else? I'm now very lucky where my clients will come to me saying, 'I want that online auction thing you do'"

ROSYLN IERACE
ELDERS- SOUTHERN DISTRICTS ESTATE AGENCY

SELL THE EXPERIENCE

"We focus on the experience of the event when pitching to sellers.

We'll be talking about the night, the sounds that it makes every time there's a new bid - probably one of the greatest sounds you'll ever hear, because it means you're making money."

BEN RIDLEY
FIRST NATIONAL COLLIE &
TIERNEY



WINNING LISTINGS

5 soft closes

You've almost completed the listing appointment, now you just need to seal the deal.

Here are 5 soft closes you can use to wrap up the appraisal and (hopefully) win the listing.

1. "WHAT HERO SHOT WOULD YOU LIKE ON YOUR SIGNBOARD?"

2. "WOULD YOU LIKE ME TO SEND YOU THE DETAILS OF XYZ TRADES PEOPLE?"

3. "HAVE YOU GOT A LEGAL REP THAT WE CAN ORDER CONTRACTS THROUGH?"

4. "HAVE YOU GOT A SET OF KEYS WE CAN LOG AT OUR OFFICE?"

5. "WHEN WOULD BE THE EARLIEST I COULD BRING A QUALIFIED BUYER THROUGH?"



SEE HOW OPENN CAN HELP GROW YOUR BUSINESS

[BOOK A FREE DEMO](#)

