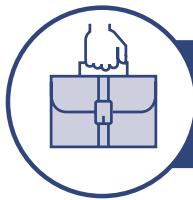




WINNING LISTINGS WITH OPENN

Appraisal Checklist






WINNING LISTINGS WITH OPENN: APPRAISAL CHECKLIST



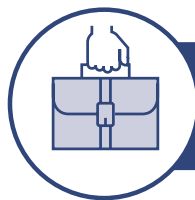
✓ PRE-APPRAISAL PREPARATION

1	Complete a pre-listing call out form [see page 6]	<input type="checkbox"/>
2	Send a vendor questionnaire to help understand their needs and motivations [see page 7]	<input type="checkbox"/>
3	Prepare any listing tools and marketing collateral	<input type="checkbox"/>
4	Send an SMS beforehand with a link to Openn explainer videos [see below]	<input type="checkbox"/>
<p>SMS</p> <p> Hi SELLER</p> <p>Thank you for the opportunity to appraise ADDRESS at TIME on DATE.</p> <p>Here are a couple of short videos about sales platform called Openn, which I'd like to talk to you about during the meeting: https://vimeo.com/316933951 and https://vimeo.com/360444040</p> <p>Thanks again, see you soon!</p> <p>[Your Name]</p>		
		<input type="checkbox"/>

✓ WHAT TO BRING

1	Agency marketing collateral – brochures or flyers that highlight your services	<input type="checkbox"/>
2	Previous sales results and/or examples of Openn Bidding Timelines	<input type="checkbox"/>
3	Marketing and promotion plan for the property	<input type="checkbox"/>
4	Recent comparable sales to support pricing conversations	<input type="checkbox"/>
5	Openn Sellers Brochure - covers key benefits of the platform	<input type="checkbox"/>
6	Openn Listing Agreements for your state	<input type="checkbox"/>





WINNING LISTINGS WITH OPENN: APPRAISAL CHECKLIST



✓ THE TOUR

<p>Prepare icebreaker questions, such as:</p> <p>1</p> <ul style="list-style-type: none"> – What's your favourite room in the house? – What do you like about this room? – What made YOU buy this home originally? 	<input type="checkbox"/>
<p>2 Be genuinely interested in their home, after all it's their pride and joy.</p>	<input type="checkbox"/>
<p>3 Be thorough and ask to see every room.</p>	<input type="checkbox"/>

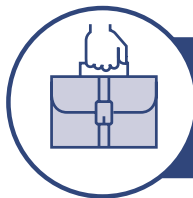
✓ THE SITDOWN

<p>1 Take control and direct them to a formal spot, like kitchen table and not the couch.</p>	<input type="checkbox"/>
<p>2 Don't sit at head of the table. Try sit directly opposite or if there's two people, have them sit in your vision.</p>	<input type="checkbox"/>
<p>3 Give decision makers equal attention. Try asking the same question to both parties.</p>	<input type="checkbox"/>
<p>4 Discover their motivation early – "Why are you considering selling your home at this time?"</p>	<input type="checkbox"/>
<p>5 Don't attach yourself to a price. Never say "I think" use, "The comparable sales suggest..."</p>	<input type="checkbox"/>

✓ PITCHING OPENN

<p>Prepare yourself to answer common FAQs about Openn:</p> <p>1</p> <ul style="list-style-type: none"> – How is this different to other sales methods? – Will this work on a property like ours? – What if we don't get an offer we're happy with? 	<input type="checkbox"/>
<p>2 Show, don't tell – use Openn bidding timelines to help explain the power of transparent competition.</p>	<input type="checkbox"/>
<p>3 Know your competition – if they aren't using Openn, leverage it as a point of difference.</p>	<input type="checkbox"/>
<p>4 When in doubt, keep your pitch simple. Don't overwhelm them by over-explaining the platform, focus on the key benefits and results it achieves.</p>	<input type="checkbox"/>





WINNING LISTINGS WITH OPENN: APPRAISAL DIALOGUE



APPRAISAL MEETING - PITCHING OPENN

Depending on the type of client, you can be flexible with the way you pitch the various sales methods. Some of the key benefits of Openn for sellers are listed below.



UP TO 3X MORE BUYERS

- ✓ Buyers can participate from anywhere
- ✓ Allows interstate and international buyers
- ✓ Allows conditional buyers



SELL FOR TOP DOLLAR

- ✓ No risk of missing buyers willing to pay more
- ✓ 24% of sold properties, sell for more than \$50,000 above reserve*



KEEPS YOU INFORMED

- ✓ Track the negotiation 24/7
- ✓ See all bids and offers in real time from your device
- ✓ Watch your agent negotiate with buyers



YOUR SALE, YOUR CHOICE

- ✓ Private treaty or auction sales processes
- ✓ All buyers approved by you
- ✓ Flexibility to sell quickly, or extend the campaign

Here's an example of appraisal dialogue from one of our top Openn agents:

DIALOGUE

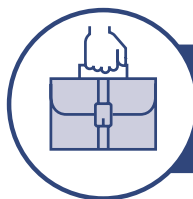


"The price of your home is determined by competition. It's not determined by what you think it's worth, what I think it's worth or what 10 other agents think it's worth.

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."





WINNING LISTINGS WITH OPENN: APPRAISAL DIALOGUE



APPRAISAL MEETING - PITCHING OPENN

Here are 3 of the most common approaches agents use when pitching Openn to a seller:

1: PROOF BY NUMBERS



"What I can tell you is that this process attracts more buyers. Looking at my last 10 sales using this process, we've generated an average of 20 offers and 7 buyers per property.

More buyers typically means we can achieve a higher price and we also know 1 in 10 properties sold through this process are going for more than \$100k over expectations."

2: TELL A STORY



"Have you ever missed out on a home you probably would have paid more for? It happens all the time.

Despite us asking for their best and final, invariably it's quite common for buyers to tell agents after we've negotiated a deal, that they would have paid more had they known what it was going to sell for.

It's really frustrating. By using this process, it gives you absolute confidence you aren't underselling your property."

3: KEEP IT SIMPLE



"Our agency uses a tool called Openn. It makes it easier for us to negotiate with buyers.

If we're in a situation where we have multiple offers come forward, then we can use it create competition among buyers and extract the best possible price for your property.

If we don't get the result we want, it doesn't cost us anything."

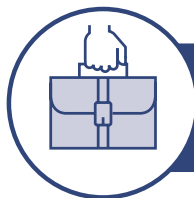


NEED HELP?

You have access to a full team of support staff ready to answer any questions about Openn. Book in a chat here:

[Book a chat](#)





PRE-LISTING CALL OUT FORM



Call out range \$ _____

Comparable sales range to take:

\$ _____

Date of appraisal: _____ Time of appraisal: _____

Property owners names: _____

Address: _____

Phone number: _____ Mobile: _____

Email: _____

How long have you been there? _____ Purchase price paid: \$ _____

May I ask you a few questions about your home?

How many bedrooms 1 2 3 4 Plus Study Yes/No

How many living areas 1 2 3 Ensuite: Yes/No

Brick/Weatherboard/Rendered/Western Red Cedar/Other Age: _____ years

Car accommodation: Garage _____ Carport _____ Other _____

Land size _____ Approx number squares of house _____

Anything else I should know? _____

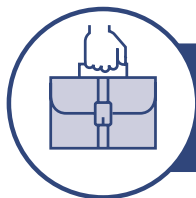
Call out script:

"I need to bring some comparable sales with me if I am going to give you an indication of price when we meet. Before I come out I'll look up and print out some recent sales"

"Where do you think I should start to look? Around \$550k, \$560k, \$570k, 580k, \$590k, \$600k, where?"

1. Can you please fill out the questionnaire in the Pre-Listing Kit prior to our meeting

2. If I had a buyer for your home tomorrow could I bring them through?



PRE-LISTING VENDOR QUESTIONNAIRE



Please take some time to think about and answer these questions before we meet...

What is most important to you? Please number from 1-12.

- | | |
|--|--|
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Fees |
| <input type="checkbox"/> Liking the agent | <input type="checkbox"/> Open homes |
| <input type="checkbox"/> Internet exposure | <input type="checkbox"/> Agents negotiating skills |
| <input type="checkbox"/> Sale price | <input type="checkbox"/> Agency size |
| <input type="checkbox"/> Feedback on buyers | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Client communications | <input type="checkbox"/> Agents service |

When are you thinking of putting your home on the market?

- | | | | |
|--------------------------------|--------------------------------|---------------------------------|---------------------------------|
| <input type="radio"/> Now | <input type="radio"/> 3 Days | <input type="radio"/> 1 Week | <input type="radio"/> 1 Month |
| <input type="radio"/> 3 Months | <input type="radio"/> 6 Months | <input type="radio"/> 12 Months | <input type="radio"/> 1-2 Years |

Approximately what price range do you think your home sits within?

Why did you call us to assist?
