

Foundation For The Training

The Luxury Home Tour™ and Prestige Home Tour™ is designed to help you identify ways in which you will become more effective. The success of the program requires the following:

- ☐ 1. Attendance to each and every module.
- ☐ 2. Attendance on time to each module. Returning on time from breaks.
- ☐ 3. A commitment to use the concepts and materials for the duration of the program.
- ☐ 4. Making commitments to specific action arising out of the material in each module, and following directions of the trainer when in the training room.
- ☐ 5. No telephone calls, interruptions or messages into the training room. No magazines, newspapers or other non-training materials read or displayed in the training room. This includes food, gum, drink cups, etc. (except as agreed to with the trainer in advance).
- ☐ 6. All cellular phones and/or portable paging systems are to be turned off or left outside the training room and participant agrees to no texting or checking cell phones while in the training. If a cell phone goes off during the training, the Training Manager will accept and hold all such units to be left outside the room.
- ☐ 7. Name tags to be worn at all times during the training modules, and at all times be clearly visible.
- ☐ 8. Remaining in the training room for the duration of each session. There will be frequent breaks.
- ☐ 9. No drugs or alcohol during any break. All prescribed drugs are to be cleared with the Training Manager.
- ☐ 10. Conversations during the sessions are limited to between trainers and participants only. Conversations between fellow participants are not permitted.
- ☐ 11. Time of the completed training is unscheduled. Do not make any plans immediately following the completion of the training.
- ☐ 12. The content of the training is a private and confidential matter between you and the group. All materials, forms, concepts and conversations shall be kept strictly confidential.
- ☐ 13. If a participant misses a significant part of any module, he or she, at the sole determination of the trainer, will need to take the entire training over.
- ☐ 14. When the size of the training permits, participants shall sit next to someone that he/she did not know or have a relationship with prior to the training. This includes family, friends and business associates.
- ☐ 15. Chairs are arranged and positioned in the training for a specific purpose. Participants shall not move any chairs during the training.

Signature_____Date_____

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Printed Name

License Granted By Date

Signed Date

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1776 Park Ave., #242
Park City, UT 84060
435-649-3998

Printed Name

Signed

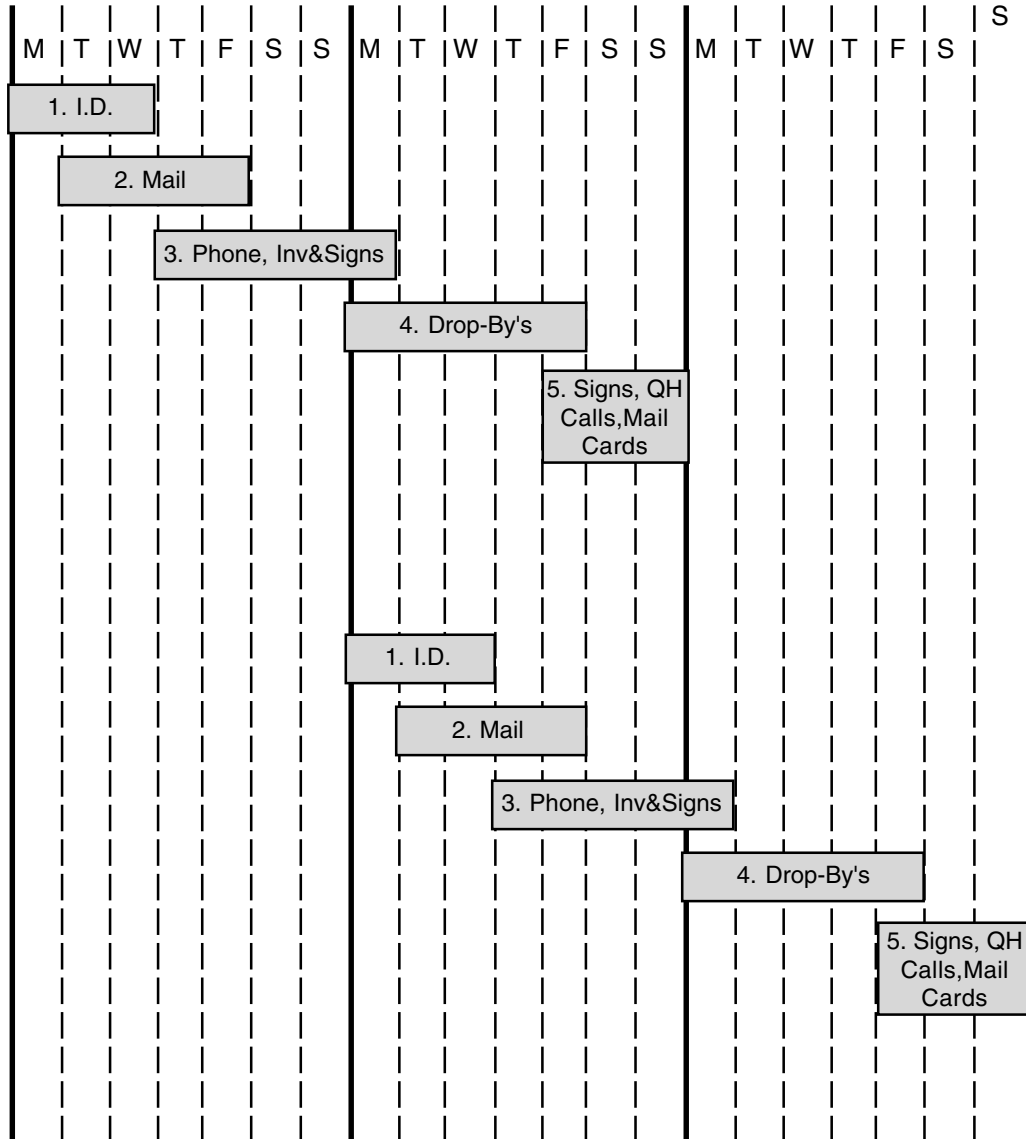
Date

License Granted By

Date

Luxury Home Tour™ Time Line

It takes approximately two weeks of directed activities to properly stage a quality marketed Luxury Home Tour™.



Legend

I.D.=Identify Luxury Home Tour™

Mail=Mail Invitations

QH=Luxury Home Tour™

Inv=Passing out invitations

Timeline Key

1. Luxury Home Tour™ - What are your resources for getting a Luxury Home Tour™
 - a. Your own listing
 - b. Your office listing
 - c. Your company's listings
 - d. Your MLS Listings
 - e. Out of area broker listings
 - f. FSBO
 - g. Your own home
 - h. Family or friends home
2. Prepare your mailing or e-mailing. It should always be personalized. if mailed then sent with first class postage. Only send to addresses where you have phone numbers you can follow up with a phone call.
Resources:
Crisscross directory
Title representative

You are going to want to format your information by street address & address range. Prepare yourself and drive-by your area.
3. Phone work requires that you be prepared. You must know the area you are calling about (streets and address ranges). Use your plat maps to know the individual properties. This will help you visualize the neighborhood and help in requesting permission for Luxury Home Tour™ signs. Make your phone calls with your drop-bys and location in mind (i.e. call all homes on the first street that you will be visiting on Wednesday from 12pm-3pm).
4. Visit your area with respect to drop-by appointments set.
You can ask them
Did they get your mail? or Did they get your e-mail?
Did they get your call?
5. The big day - Post your signs
Luxury Home Tour™
Know all Luxury Home Tours™ & for sale properties around your Luxury Home Tour™.
Get in relationship with all of your clients and make notes.
6. Shut down Luxury Home Tour™.
Take down all signs
Send out "Thank You" cards to everyone who gave sign permission
Call all leads without an appointments
Follow up
7. Have probing™ appointments with clients

Luxury Home Tour™ Procedure

1 of 4

Step #3

Example

Role Play

Invitation Script

Knock, knock/Phone script.

Hello, my name is _____ and I work with
_____. I don't want to bother you right now if you're
busy, but when would you have a few minutes to talk?

(Get "Yes" - Establish permission)

Our company is holding a Luxury Home Tour™ in your neigh-
borhood and we have been getting a lot of interest in it. We
want to invite you and your family to come and see the home
and tell your friends about it.

How long have you lived here?

What do you think of the neighborhood?

What are the schools like?

How have things changed over the years?

Are you free today between noon and six?

Great! We would like to invite you to stop by in helping your
neighbor sell their home. When you see the house it may
remind you of someone you know who would like to live in
your neighborhood. The sellers would appreciate any friendly
referrals you could offer that would help them. Would you be
able to drop by?

Where is it located?

(Give address)

Will you be there today?

(Get yes)

Fine, I will definitely be there and I look forward to seeing you.
Thank you. What is your name? Excellent - I'll see you later

Oh, by the way, feel free to bring any friends.

Luxury Home Tour™ Procedure

2 of 4

Scheduling Appointments At Luxury Home Tour™

1. Guest is welcomed and agent introduces self.
2. Guest signs in at guest register. Host explains that seller wants all people to register.
3. Agent fills out survey. Make sure it is complete, name, address, e-mail etc. Again, purpose is to slow client down and get into relationship.
4. Walk through home with guest. Use the survey to talk about relationships “stuff”. Examples: Children, pets, similar experiences, hobbies. Be open and personal, share yourself. Do not talk about the house except to answer specific questions.
5. When you get to end of tour, kitchen area, offer them some cookies and punch and continue to relate. Remember, slow down pace and create conditions for appointment. Slow down means to shift from property to relationship. Attention is on relationship “stuff”, Not property.
6. Ask for an appointment.
 - (a) Establish a time to discuss this with them in depth (Probing™).
 - (b) Have a calendar, book an appointment. Repeat name, address and phone number. Make appointment within next 72 hours.
 - (c) If a guest says “I already gave my name and number, explain that was for the seller, this is for me.
 - (d) Make sure the appointment is for as soon as possible, not weeks away. (Remember, more than two weeks they’re a suspect, not a prospect, not a client.

Luxury Home Tour™ Procedure

3 of 4

Guest Information

Three places where guests give their name and phone numbers

1. Guest register
2. Survey questionnaire
3. Agent when booking the appointment

The purpose for the repetition of names and numbers is to be able to cross reference numbers and to deter guests from giving phony numbers. (It's easier to lie once than three times)

Be Open and Interested

Purpose of survey cards is to slow guests down and set a pace that will allow receptivity for a relationship. Also, information on the survey provides a profile of the respondent for sellers.

Purpose of refreshments and cookies is to further slow the guest down and to set a pace that is conducive to establishing a relationship. Agents need to be trained to move guests from being property specific into a relationship. Guests come in with attitude called "I want to see this property." Agents need to bridge a conversion from property to relationship. Timing is critical, slowing down the guests and relaxing the pace sets up a condition for guests to make a transition into a relationship.

Luxury Home Tour™ Procedure

4 of 4

Set Up

Choose house to hold open

Choose weekend that is most workable

Map out a strategy to place signs that will attract and direct traffic to Luxury Home Tour™

Place a minimum of 60 Luxury Home Tour™ signs for strategic traffic management

Have a guest registration table

Guest register

Quality Pen

Flowers

Stand with "Sellers Request"

Survey questionnaire

Clipboards

Refreshments with cookies

Agent's Check List

Dress in business attire

Hair, nails, shoes, etc. immaculately groomed

Breath fresh (mints)

Calendar and note pad

Name Badge

Scripts

Sign-in Script Luxury Home Tour™

1 of 2

Introduction

*Make sure prospect
makes connection
and relates to you.*

At the seller's Request, and as a condition for seeing the property...all guests are ask to sign the Guest Register and complete the information sheet before viewing their home.

Sign-In

*Make sure you have
information before you go
on.*

(Touch the sign in sheet twice and check to make sure it is accurate.)

Pre-Survey Script Luxury Home Tour™

2 of 2

Introduction

*Make sure prospect
makes connection
and relates to you.*

(Name), We are conducting a survey on behalf of the seller that will assist our seller in understanding how their property is positioned in the market place.

Permission

*Make sure you have
permission before you go
on.*

I have a few questions I'd like to ask you, and I can ask them now, would that be OK?

Luxury Home Tour™

Follow Up Script

1 of 2

Introduction

Make sure prospect makes connection and recognizes you.

Hello (name), this is (your name) with (company).

We met earlier today at the Luxury Home Tour™ on (address).

Permission

Use experience of meeting to spring board conversation.

Are you free to talk on the phone for a couple of minutes?

If yes, continue.

If no, ask when you can call back.

Okay, good. I didn't get a chance to spend much time with you today at the Luxury Home Tour™ and I wanted to follow up and touch base with you.

(Answer questions)

Draw Out

Tell me a little bit about your situation.

How long have you been looking?

What time frame are you looking at?

What area do you want?

Body

You know, we have hundreds of homes on the market right now and here's what I've found that works. I don't work with every potential client. I spend time with you to determine exactly what your needs are and then I go to work to find the property. You probably won't see a lot of property with me but the properties I show you will be meaningful.

Luxury Home Tour™

Follow Up Script

2 of 2

Ask For Appointment

Make sure all decision makers are present.

When would be a good time?

How about...?

How soon...?

Which time...?

What time...?

Tell me who are the people involved in the decision making process?

Will you be sure to have them with you at our meeting? I will take personal responsibility to ensure the hour we spend together will be of value.

Clarify Once Again

Time, date, place, and travel information.

Confirm names of all people expected.

Phone Script Floor Call

1 of 2

Introduction

Highlight information of property BRIEFLY to move caller off of property and to prime them for relationship.

Keep control of conversation - keep brief - move conversation off of property into experience.

Hello, (company), how may I help you?

I'm calling about the house I saw advertised in (newspaper).

Just a minute, let me get that property in front of me so that I can be certain I give you accurate information.

Who am I speaking with?

Okay, (name). I've got that property in front of me... how can I help you?

(Give concise information about the property that is available, i.e. whether or not it has been sold, reduced, etc. Keep information to 2-3 key points.)

Draw Out

Get caller talking about their experience of looking for property.

Get caller to ENGAGE with you in relationship.

What was there about this property that caught your eye?

How long have you been looking for a property?

What kinds of things are you looking for?

Oh yes, which, go on, of for heavens sake, really, wow (give lots of positive reinforcers).

Conversion

You must be convinced that this is the best way to work and hold the line, without compromise.

You know, (name)....., it sounds to me like you need someone to help you. We have hundreds of homes listed and it can be really complicate to sort it all out.

Phone Script Floor Call

2 of 2

Understand the integrity of the situation. If married, get the spouse at the appointment.

Here's how I work. I sit down with you for a fair amount of time and thoroughly discuss what your needs are. When I have a clear picture of what is important to you, I agree to represent you. I will then watch all the new listings and when one matches I will show it to you, so you have a chance to see it before it gets too much exposure. There are hundreds of properties that need to be sorted through.

What you need is someone who is really familiar with what it is that you are looking for, who is in close touch with the activity of the market and can represent you.

Pre-Close

How would you feel about getting together?

Close

What would be a good time?

Which would be better?

How about...?

How soon...?

What time...?

Clarify Once Again

Time, date, place, and travel directions to office.

After Setting the Appointment

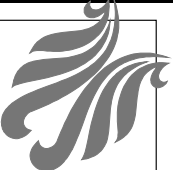
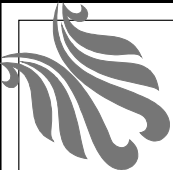
"I will line up properties for you to write offers on. Before we see the properties, I need for us to have an understanding. What is important to me is that you make a decision on each property we see. It doesn't matter what your decision is. It's just important to me that you make a decision so I can tell where I am with you and that I am hearing what it is you're saying with respect to finding your property. A 'No' is just as important as a 'Yes'."

"I don't want you to feel pressured or pushed into something. I just want you to make a decision."

"So (day) _____ when we are seeing your property, be sure to have your checkbook with you so you can write the offer on the property you choose. Again, if you don't want the home, don't write the offer. If you do want the home, be prepared to write the check right then and there."

"I will go ahead and prepare much of the paperwork on the offer and have it ready before we leave my office on (day) _____."

Forms



At the Seller's
Request, All Guests
Are Asked to Sign
Guest Register
and Complete
Information Sheet
Before Viewing
Their Home.

Thank You,

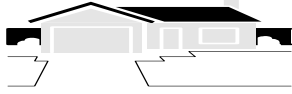


A line drawing of a building facade. It features a central entrance with a triangular pediment supported by two columns. On either side of the entrance, there are two windows arranged vertically, for a total of four windows on each side. The drawing is simple, using only black outlines on a white background.

[illegible]

Page 39

Guest Register



AGENT: _____
DATE: _____
ADDRESS: _____

NAME

ADDRESS

CITY

STATE

ZIP

PHONE #

EMAIL

NAME

ADDRESS

CITY

STATE

ZIP

PHONE #

EMAIL

NAME

ADDRESS

CITY

STATE

ZIP

PHONE #

EMAIL

NAME

ADDRESS

CITY

STATE

ZIP

PHONE #

EMAIL

NAME

ADDRESS

CITY

STATE

ZIP

PHONE #

EMAIL

Your first visit?

Yes

☐

No

☐

Do you:

Own

☐

Rent

☐

When do you need a home?

Now

☐

1-3 Months

☐

3-6 Months

☐

How did you hear of us?

Friend

☐

Driving by

☐

Newspaper

☐

Signs

☐

Internet

☐

Other

☐

Your first visit?

Yes

☐

No

☐

Do you:

Own

☐

Rent

☐

When do you need a home?

Now

☐

1-3 Months

☐

3-6 Months

☐

How did you hear of us?

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☐

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☐

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☐

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☐

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☐

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Your first visit?

Yes

☐

No

☐

Do you:

Own

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Rent

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When do you need a home?

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☐

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☐

Your first visit?

Yes

☐

No

☐

Do you:

Own

☐

Rent

☐

When do you need a home?

Now

☐

1-3 Months

☐

3-6 Months

☐

How did you hear of us?

Friend

☐

Driving by

☐

Newspaper

☐

Signs

☐

Internet

☐

Other

☐

Your first visit?

Yes

☐

No

☐

Do you:

Own

☐

Rent

☐

When do you need a home?

Now

☐

1-3 Months

☐

3-6 Months

☐

How did you hear of us?

Friend

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Driving by

☐

Newspaper

☐

Signs

☐

Internet

☐

Other

☐

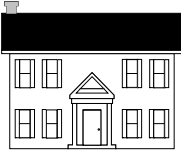
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Luxury HomeTour™ Survey



Name _____

Phone () _____

I Individual Demographic

- | | Yes | No |
|---|---|--------------------------|
| 1. Are you familiar with the area? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Do you own (or where do you own) a home now? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. How long have you been looking? | <input type="checkbox"/> 30 <input type="checkbox"/> 60 <input type="checkbox"/> 90 <input type="checkbox"/> 120+ | |
| 4. Have you been looking in this area? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Have you seen a lot of properties? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. What have you seen that you liked? | <input type="checkbox"/> | <input type="checkbox"/> |

Special Property Questions:

II Property Related Demographic Profile

- | | Yes | No |
|---|---|--------------------------|
| 1. Do you work in the area? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. What kind of work do you do? | Type: _____ | |
| 3. How many people in your family? | <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5+ | |
| 4. What do you like about homes you have seen | _____ | |
| 5. In what price range are you looking? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Are you working with a lender? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. How soon are you moving? | <input type="checkbox"/> 30 <input type="checkbox"/> 60 <input type="checkbox"/> 90 <input type="checkbox"/> 120+ | |

III Appointment or Meeting for Buyer Assistance

- How soon can we meet together again? _____
- When would be a good time to meet? _____
- Which time would be best for you? _____ or _____?
- Let's meet together on _____ or _____ at _____ or _____.

IV Appointment Made

Our appointment is scheduled for _____ at _____.

I will call you the day before to confirm our appointment. When will be a good time to call? At what phone number? _____

V Confirmation Required

Confirmation required

Reestablish relationship.

I will be calling to button down our appointment for _____ at _____. You can count on me to be there, can I count on you? "Yes." Great! I look forward to seeing you _____ at _____.



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Exclusive Client Agreement

In exchange for you as an agent/broker company, working in finding a property for me, I agree to work **exclusively** with you, to the exclusion of any other broker/company and agent, for a period of _____ days. Also, I understand that you may present offers on my behalf for property offered as “For Sale By Owner”.

I understand that I may continue to look at other properties, open houses, and responding to advertisements provided that I inform other parties that I am currently employing you as my agent/broker company and will identify you as my exclusive agent.

As the agent under this agreement, you will provide me exclusive information on all properties requested by me that are obtained by seeing other properties, open houses and advertisements. You agree to represent me and my interests.

Business Cards Provided

☐

Clients

Date

Agent

Broker

Committed Buyer Checklist™

For	Company	CLIENT SOURCE: Open House.....a Floorcall.....b Sphere of Influence...c Cold Call.....d Farm.....e Mailout.....f Community.....g
Client	Date acquired	
Date called	Appointment Date:	
Open house	Address	
Work phone ()	Home phone ()	

Let me review with you how I work. I don't work with every potential buyer, but the clients I do engage with, MUST be committed to producing results.

PHASE ONE - BUYER INTERVIEW

YES NO **WE HAVE AGREED:**

- ☐ ☐ 1. To have all decision makers present in person.
- ☐ ☐ 2. To spend at least 45 minutes in interview.
- ☐ ☐ 3. To come to an agreement on what you're looking for.
 (1) _____
 (2) _____
 (3) _____
- ☐ ☐ 4. That I am your exclusive agent and I represent you.
- ☐ ☐ 5. (Buyers agreement attached)
- ☐ ☐ 6. That you will be pre-qualified by _____
 for \$_____ down payment.
- ☐ ☐ 7. That you are prepared to buy now.
- ☐ ☐ 8. Date/time of next appointment.
- ☐ ☐ 9. That we will be in communication.
- ☐ ☐ 10. Buyer is prepared to make a decision on property and to make an offer.

PHASE TWO - SHOWING PROPERTY

Again, I don't work the way most agents do. I only want to show you properties that are meaningful and fit your needs.

- ☐ ☐ 1. Pre-write offer and have on clipboard before showing property.
- ☐ ☐ 2. Show 3 properties.
- ☐ ☐ 3. Bring back to office for debriefing.
- ☐ ☐ 4. Write offer.(Go to 3A)
- ☐ ☐ 5. Re-interview to redefine needs and identify where communication broke down.(Go to 3B)

PHASE 3A- SHOWING PROPERTY

- ☐ ☐ 1. Pre-write offer and have on clipboard.
- ☐ ☐ 2. Present offer.
- ☐ ☐ 3. Countered.
- ☐ ☐ 4. Accepted.
- ☐ ☐ 5. Set financing appointment and give completed file to escrow specialist.

PHASE 3B-SHOWING PROPERTY

- ☐ ☐ 1. Re-establish needs _____
- ☐ ☐ 2. Identify what got in the way _____
- ☐ ☐ 3. Show 3 properties.
 (1) _____
 (2) _____
 (3) _____
- ☐ ☐ 4. Bring back to office for debriefing.
- ☐ ☐ 5. Write offer.
 (Go to 4A)
- ☐ ☐ 6. Make appointment with manager (date/time)
 _____(Go to 4B)

PHASE FOUR4A - MANAGEMENT SUPPORT

- ☐ ☐ 1. Pre-write offer and have on clipboard.
- ☐ ☐ 2. Present offer.
- ☐ ☐ 3. Countered.
- ☐ ☐ 4. Accepted.
- ☐ ☐ 5. Set financing appointment and give completed file to escrow specialist.

PHASE 4B-MANAGEMENT SUPPORT

- ☐ ☐ 1. Re-establish relationship with manager present.
- ☐ ☐ 2. Identify what got in the way with managers assistance.
- ☐ ☐ 3. Show 3 properties.
 (1) _____
 (2) _____
 (3) _____
- ☐ ☐ 4. Bring back to office for debriefing.
- ☐ ☐ 5. Write offer.(Go to 5A)
- ☐ ☐ 6. Discontinue working with client.(Go to 5B)

PHASE 5A

- ☐ ☐ 1. Present offer.
- ☐ ☐ 2. Countered.
- ☐ ☐ 3. Accepted.
- ☐ ☐ 4. Set financing appointment and give completed file to escrow specialist.

PHASE 5B

- ☐ ☐ 1. Help client understand that he/she is not a buyer now. Establish when they are.
- ☐ ☐ 2. Put on follow-ups and mailing list.



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