

The
Quantum
Home Tour™

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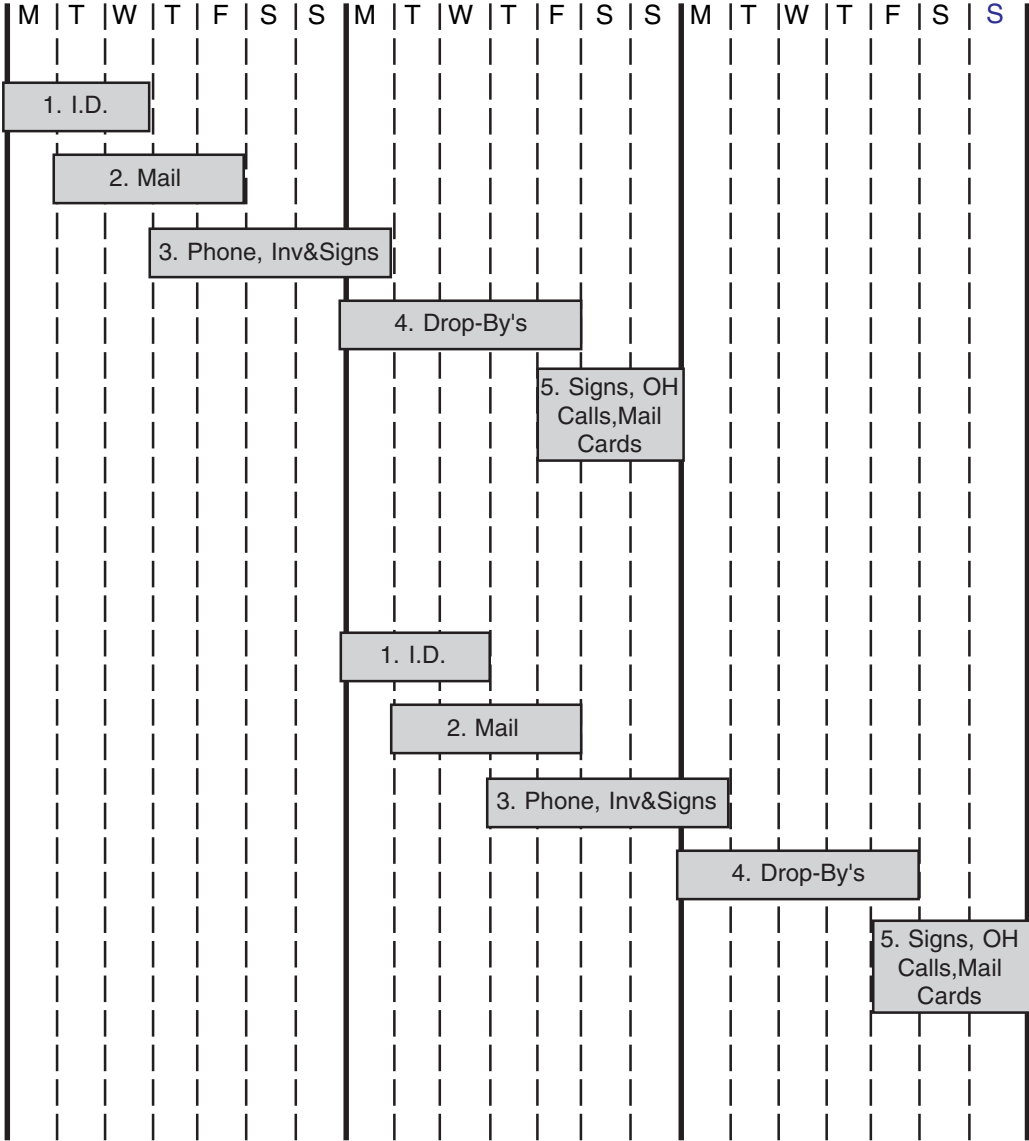
Signed Date

Date

A large rectangular area with horizontal lines, intended for writing training notes.

Open House Time Line

It takes approximately two weeks of directed activities to properly stage a quality marketed open house.



Legend

- I.D.=Identify Open House
- Mail=Mail Invitations
- OH=Open House
- Inv=Passing out invitations

Date

Lined area for taking notes.

1. Open House - What are your resources for getting an open house
 - a. Your own listing
 - b. Your office listing
 - c. Your companies 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. It should always be personalized with first class postage. Only mail to address where you have phone numbers you can follow up.
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 open house signs. Make your phone calls with your visits & location in mind (i.e. call all homes on the first street that you will be visiting on Wednesday from 12am-3pm).

4. Visit your area with respect to drop by appointments set.
You can ask them
Did they get your mail?
Did they get your call?

5. The big day - Post your signs
Open House
Know all open houses & for sale properties around your open house.
Get in relationship with all of your clients and make notes.

6. Shut down open house.
Take down all signs
Send out "Thank You" cards
Call all clients without appointments
Follow up

7. Have counseling appointments with clients

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 an open house in your neighborhood
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.

Are you free today between noon and six?

Good! How would you feel about stopping by and helping
your neighbors 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. Can
you drop by?

Where is it located?

(Give address)

Will you be there today?

(Get yes)

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

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

Scheduling Appointments At Open House

1. Guest is welcomed and agent introduces self.
2. Guest signs in at guest register. Hostess explains that seller wants all people to register.
3. Agent fills out survey. Make sure it is complete, name, address, etc. Again, purpose is to slow client down and get into relationship. Children are left in play area. Hostess supervises children. Babies go with parents.
4. Walk through home with guest. Use the survey to talk about relationships "stuff". Examples: Pets, similar experiences, hobbies. Be open and personal, share yourself. Do not talk about the house.
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 appointment.
 - (a) Establish a time to discuss this with them in depth.
 - (b) Have calendar, book 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 suspect, not prospect, not

Date

Lined area for taking training notes.

Guest Information

Three places where guests give their name and phone numbers

1. Guest register
2. Survey questionnaire
3. Agents when booking an 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 survey provides a profile of respondent.

Purpose of punch and cookies is to further slow guest down and to set a pace that is conducive to establishing a relationship. Agents need to be trained to move guests from property to 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 guests and relaxing pace sets up condition for guest to make transition into relationship.

Date

Lined area for notes.

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 open house.

Place a minimum of 50 open house signs at strategic intersections.

Have a guest registration table.

Guest register

Survey questionnaire

Clipboards

Punch bowl with cookies

Brochures on other current open houses.

Display of your company logo and company listings.

Pencils

Note pads

Open house fliers

Crayons, book, small children's table and chairs.

Thank you cards

Radio with background music.

Agent's Check List

Dress in business attire (if appropriate wear company uniform).

Hair, nails, shoes, etc. immaculately groomed.

Breath fresh (mints)

Calendar and note pad

Name Badge

Date

Lined area for taking training notes.

Scripts

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 Open House

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?

Introduction

Make sure prospect makes connection and recognizes you.

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

We met earlier today at the open house 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 open house 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.



Ask For Appointment

*Make sure all decision
makers are present.*

When would be a good time?

How about...?

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.

Date

A large rectangular area consisting of horizontal lines for taking notes, framed by a red border on the top, right, and bottom edges.



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 ad in front of me so that I can be certain I give you accurate information.

What's your name?

Okay, (name). I've got that ad in front of me, what do you need to know?

(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 ad that caught your eye?

How long have you been looking for a home?

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 represent you. We have hundreds of homes listed and most of the property sells in days, before we can advertise it. So a lot of the time, what you see being advertised is property that is hard to move.

Date

Lined area for writing training notes.

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

Here's how we work. We sit down with you for a fair amount of time and thoroughly discuss what your needs are. When we have a clear picture of what is important to you, we agree to represent you. We will then watch all the new listings and when one matches we will show it to you, so you have a chance to see it before it gets advertised publicly. There are hundreds of properties that never get advertised.

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 coming into the office and meeting us?

Close

What would be a good time?

Which would be better?

How about...?

What time...?

Clarify Once Again

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

Date

Lined area for training notes.

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.”

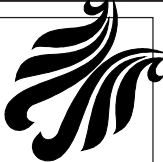

“So (day) _____ when we are seeing your property, be sure to have your checkbook with you so you can write the offer on the property you choose. Again, if you don't want the home, don't write the offer. If you do want the home, be prepared to write the check right then and there.

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

Date

Lined area for taking training notes.

Forms



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

Thank You,



GUEST REGISTER



ADDRESS _____ DATE _____
 _____ AGENT _____

NAME _____ Your first visit? Yes No
 ADDRESS _____ Do you: Own Rent
 CITY _____ STATE _____ ZIP _____ When do you need a home?
 Now 1-3 Months 3-6 Months
 PHONE _____ How did you hear of us?
 OCCUPATION _____ Friend Driving by Newspaper
 Signs Radio Other

NAME _____ Your first visit? Yes No
 ADDRESS _____ Do you: Own Rent
 CITY _____ STATE _____ ZIP _____ When do you need a home?
 Now 1-3 Months 3-6 Months
 PHONE _____ How did you hear of us?
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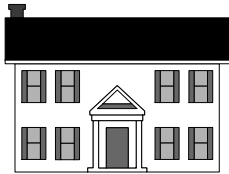
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Date

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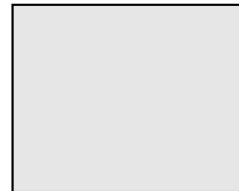
Quantum Home Tour™ Survey

Name _____ Phone () _____

I Individual Demographic Profile Yes No

- | | | | |
|----|--|---|--------------------------|
| 1. | Are you familiar with the area? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. | Do you rent? | <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. | Have you ever purchased property before? | <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. | How much initial investment? | Amount: _____ | |
| 5. | In what price range are you looking? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. | Have you been pre-qualified by 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? _____
- 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 _____.



Date

Lined area for taking notes.

Exclusive Client Agreement

Exclusive Client Relationship 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



Date

A large area of the page is reserved for notes, consisting of numerous horizontal lines on a light gray background, framed by a red border.

Committed Buyer Checklist™

Sales Environment Learning Laboratory

Committed Buyer Checklist

SERIES: 1 2 3 4

For	Company
Client	Date acquired
Date called	Appointment Date:
Open house	Address
Work phone ()	Home phone ()

CLIENT SOURCE:
 Open House.....a
 Floorcall.....b
 Sphere of Influence...c
 Cold Call.....d
 Farm.....e
 Mailout.....f
 Community.....g

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.