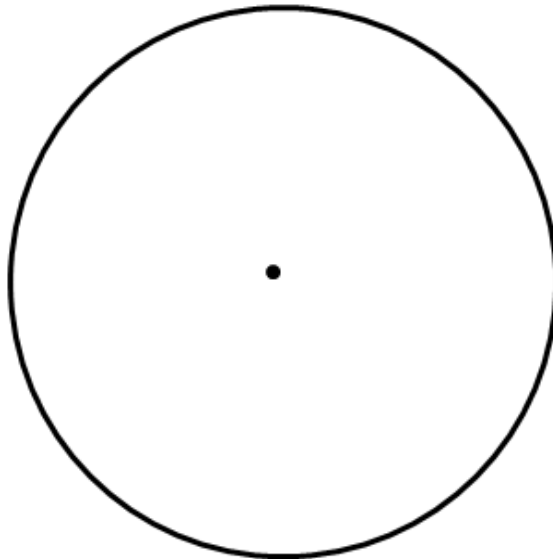




Perception Circle



Open House Goals:

- Sell the home you are in
- Secure an interview (schedule an appointment)
- Add clients to your “on line” favorites
- Add to your Insider List

Setting Goals for your open house: Open house hours are precious weekend hours, make them count! Set a goal and track your success using the simple Focus 1st Open House Tracker and perception circle.

- How many closings do you want to produce from Open Houses in the next 90 days?
- How many clients do you want to add to your Insider List from Open Houses in the next 90 days?
- How many clients do you want to add to your Favorites on yours or The Group’s Web site in the next 90 days?
- How many appointments do you want as a result of the open house?



Perception Circle

A large black circle with a solid black dot at its center. To the right of the circle, there are ten horizontal lines, each preceded by a number from 1 to 10. The lines extend from the right edge of the circle.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



Open House Prep Sheet:

House I am holding open: _____

- Details to share, interview partner sheet sent by email (see attached)

- Request sign be placed in the yard on Thursday (open this Saturday or Sunday) if available, get some made by PA Signs

- Request to proof the ad along with listing realtor

- Pull three similar homes or new construction area's to share with potential clients

- Open House kit ready to go



Interview Listing Agent Form:

Open House Address: _____

Partner: _____

Please note any special features I would need to know about this home and the area. Details I find helpful are:

- Who was the builder?

- Are they currently building nearby?

- If there is an HOA what does it cover and would I need to know any special facts about this particular home.

- Do you know any details about the schools nearby?

- Does the home have current counter displays inside with utilities, floor plans, disclosures?

- Is the brochure box up to date? (If not, offer to take brochures to the home.)

- What are some special features about the home or it's location you think I should know to help me better sell the home?



Open House Kit:

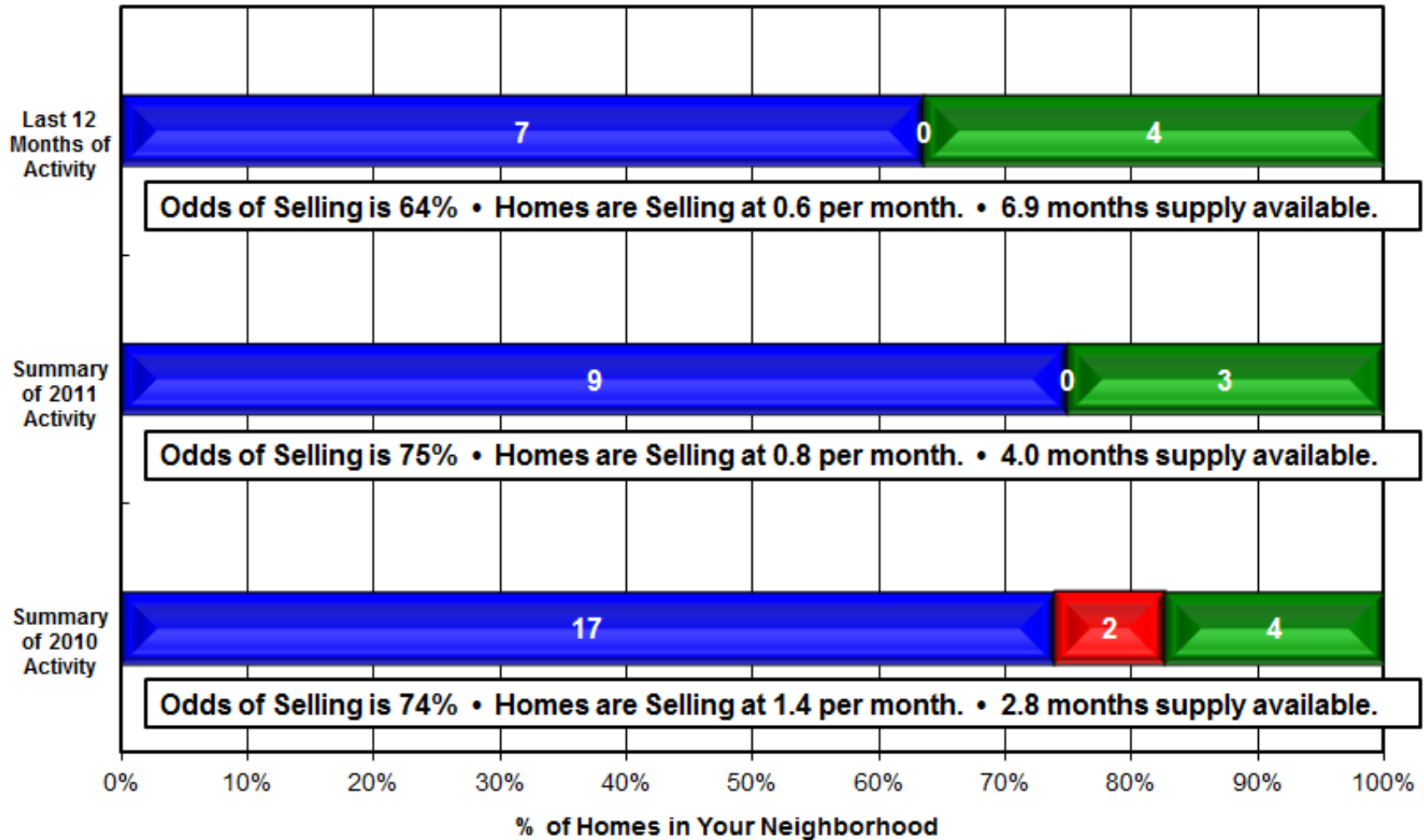
- Free gift
- Sign in Sheet (available in TGI stock)
- Neighborhood Locator Map (available in TGI stock)
- 2011 Neighborhood Summaries (provided by Focus 1st, LLC -- located on Genie, under partner resources, in the stats section)
- Focus 1st Pricing Tool and Cover Note (on your letterhead) – pick the property you are hosting open or a generic property. I like to use an easy to understand property and maybe one I just priced. Your assistant can pull this for you!
- Buyer Interview – be prepared to sit down and host an interview (available in TGI buyer packet)
- Your resume or marketing piece
- Sign into the Group Website
- Group Market Share (available in TGI stock)
- Sample of an Insider newsletter
- MLS detail sheets of a few like homes or new construction (ready in 60 days good source) (available in TGI stock)
- Open house report form left for the seller or if a vacant home given to the listing realtor. Please give a full report to the listing agent via email or phone as you are locking up.

What are the Odds of Selling Your Home?

Overlook At Woodridge (Fort Collins)



■ SOLD ■ WITHDRAWN/EXPIRED ■ FOR SALE

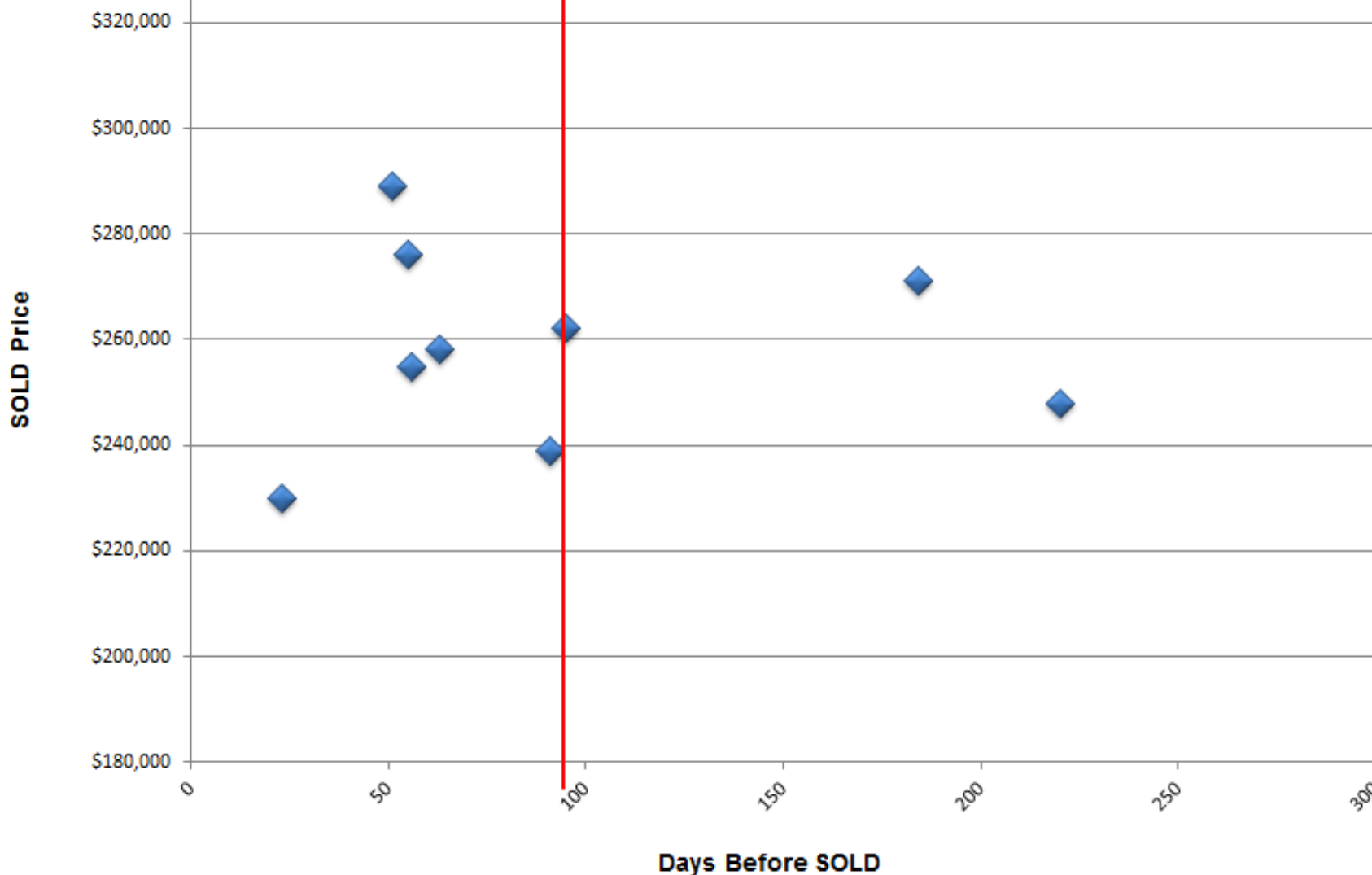


Source: MLS, Information deemed reliable but not guaranteed., Data Collected: 2/6/2012



2011 Time to Sell Pattern Overlook At Woodridge (Fort Collins)

The Average Days Before SOLD is 93 Days, the Average Sold Price is \$258,661.

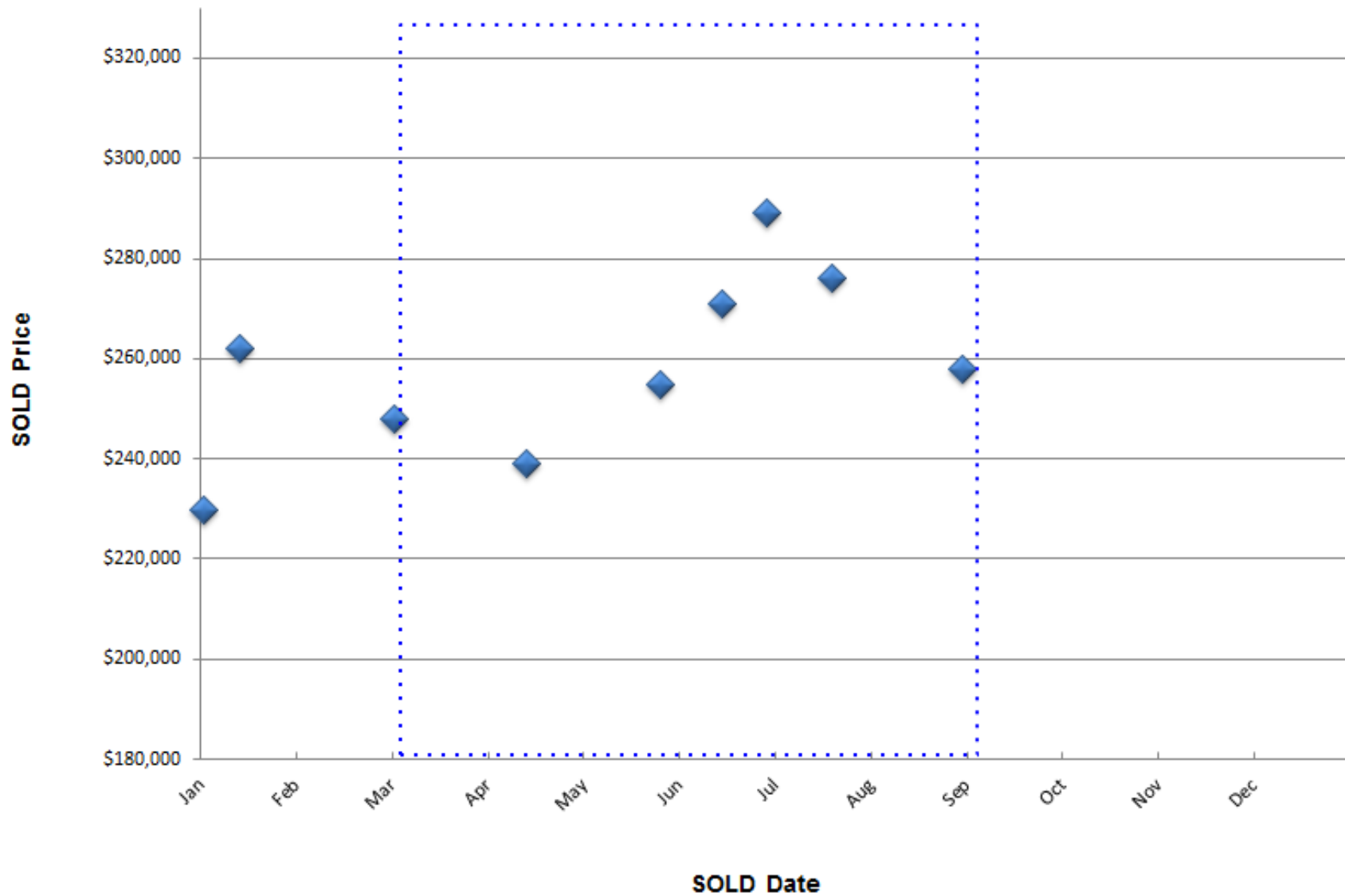


Source: MLS, Information deemed reliable but not guaranteed., Data Collected: 2/6/2012



2011 Buying Pattern

Overlook At Woodridge (Fort Collins)



Source: MLS, Information deemed reliable but not guaranteed., Data Collected: 2/6/2012

2011 Fort Collins SFR Neighborhood Sales Information



2803 East Harmony Road
Fort Collins, Colorado 80525

Phone 970 229 0700
www.TheGroupInc.com



MLS SOLD - Single Family Residences

Subdivisions included had 4 or more sales in 2011

Data gathered and summarized by Tim DéLeon, www.Focus1st.com (1/28/2012)



2011 Fort Collins SFR Neighborhood Sales Information

<u>Subdivision</u>	<u>Number of Sales</u>	<u>High Price</u>	<u>Low Price</u>	<u>Average Price</u>	<u>Average DOM</u>	<u>Ave Yr Built</u>	<u>Sub Area</u>
Oakridge Village	20	\$505,000	\$261,500	\$331,315	78	1990	20
Observatory Village	51	\$385,764	\$240,000	\$314,900	57	2008	20
Old Town	24	\$555,000	\$152,000	\$270,452	106	1922	10
Overland Trail Farm	7	\$212,900	\$146,520	\$179,960	175	1987	3
Overlook At Woodridge	9	\$289,000	\$229,950	\$258,661	94	1995	17
Park Meadows	6	\$309,500	\$220,000	\$267,250	93	2007	25
Parkwood	7	\$444,000	\$208,000	\$312,286	111	1968	14
Parkwood East	14	\$280,000	\$204,300	\$241,157	65	1984	14
Ponds At Overland Trail	11	\$425,000	\$267,000	\$330,091	86	2001	3



Open house scripts:

#1. Always lock the door, requires the potential client to ring or knock and feel invited in and hosted by you. The open door puts them in control of your space. It is a great safety idea as well for you and the seller.

#2. Greet them with a handshake, thanking them for coming out today and announce you have a free gift you would like to share with them. Handing them the calendar, note pad etc...

#3. Ask them to please sign in before viewing the home for your safety and the safety of the owner. State that you will be sharing all the sign in sheets with the owner.

#4. Allow them to look around. While they are looking around, glance at the answers they filled out on their sign in sheet to help with your conversation. (Check to see if they already have a realtor they are working with.)

#5. Engage them by asking what they thought of this home. Could they see themselves living here? What are they looking for? May you offer a few suggestions? Do you have a house that they would need to sell? (take a look at the Ninja Selling scripts.) Magically you may have some potential homes with you or you may just need to introduce them to My Home Search. This is when you begin to massage the Neighborhood Locator Map and 2011 Neighborhood Summaries like they are gold (which they are). If new to the area or seasoned this is a valuable tool. You will state that you only have one of these with you but you would be happy to give them a copy at your office. Ask if anyone has ever given them a “buyer packet”? You can invite them to log into your web site or your companies and use the “live” MLS and begin to save items into their favorites. I will demonstrate:

For

notes: _____

Comfort them with the fact of our market share and give them the packet.

The buyer interview attached is for you to use if you move on to sitting down and learning of their dreams.

Send out thank you cards to all who attend.

I would love to hear of your success as you begin to fill out your Focus 1st Open House Tracker. The magic will begin!



The Group Inc. Real Estate Open House Report

Thank you for allowing me to host an open house at your home today. I had ___ number of visitors who visited your home.

Here are some of the comments they shared about your home:

I will also provide detailed feedback to your agent and follow up with any potential buyers.

Thank You,



Joanne DeLeon.com
PROVIDING A CLASSIC EXPERIENCE

I'LL REWARD YOUR CHILDREN FOR HELPING TO KEEP THE HOUSE CLEAN!

I, _____ want to help my family in selling our house quickly. I understand that if the house is clean, buyers will be more excited about buying our house.

I am willing to help in the sale of our house by:

- _____ Making my bed every morning before I leave.
- _____ Hanging up clothes and picking up my things.
- _____ Keeping my room as clean as possible.
- _____ Picking up the rest of the house, when my parents ask me to help.
- _____ Check the brochure box to make sure it is not empty

Our Real Estate Agent, will give me a \$25 gift certificate (place of my choice) when our house sells, if I have followed all the items stated above (as witnessed by my parents).

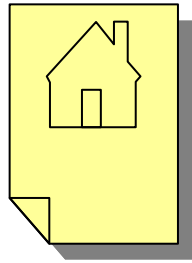
Your Real Estate Professional,

Joanne DéLeon, CRS, GRI, e-PRO, NHCS
Broker Associate/Partner,
Office Direct 970 377 4959
Mobile 970 691 2501
[Mailto:jdeleon@thegroupinc.com](mailto:jdeleon@thegroupinc.com)
<http://www.joannedeleon.com>

Harmony Office
2803 East Harmony Road
Fort Collins, Colorado 80525
970.229.0700



"The highest compliment you can give, is to refer me to your friends and family members."



*Joanne
DeLeon.com*

970-691-2501

jdeleon@thegroupinc.com

www.joannedeleon.com

Buyer Interview

Clients name or names:

Children's names:

Pets names:

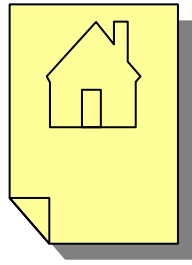
Address:

Phone / Phone's

Email / Email's

Fax:

Favorite hobbies or interests:



*Joanne
DeLeon.com*

970-691-2501

jdeleon@thegroupinc.com

www.joannedeleon.com

Buyer Interview

Town's to consider and areas?

Bedroom, baths, basement, garage and yard desires?

What type of home?

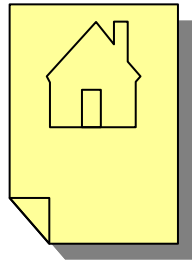
Any pet needs?

School needs?

Time frame of your purchase?

Have you been pre-qualified?

Desired price range?



*Joanne
DeLeon.com*

970-691-2501

jdeleon@thegroupinc.com

www.joannedeleon.com

Special Features You Desire In Your New Home

Absolute Needs

- 1.
- 2.
- 3.
- 4.
- 5.

Strong Desires

- 1.
- 2.
- 3.
- 4.
- 5.

Wish List

- 1.
- 2.
- 3.
- 4.
- 5.



**THE
GROUP
INC.**

Real Estate

Date _____

Neighborhood Visiting

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

Have you visited this property previously? Yes No

Are you working with a REALTOR®? Yes No

If yes, name of REALTOR® _____

This visit is in response to:

- Recommended by friend or neighbor The Source TV
 Drove by Magazine Internet Radio Mail
 Newspaper REALTOR® Signage Human Signage

When do you plan to move?

- This year Next year Not sure

Check which is important to you:

- Location Floorplan Features
 Schools Amenities Price