



TAR Marketing and Home Tour

Guidelines for Tour Pitch

Believe it or not, the simplest information is often forgotten when you stand before our group to Pitch your Listing. Here are a few suggestions.

1. Always state your name proudly
2. Always state your company name and branch (if appropriate)
3. Listing Street Number and Name
4. Square Footage
5. Beds/Baths

** At this point we ask you to step away from the MLS Sheet and tell us something that we couldn't find on that sheet. What is exceptional, relevant, surprising?? What drew your owners to the property in the first place? Who would find it appealing and why? Is there another way the property could be used other than its current use (converting bedrooms, garage space, etc)?

Remember that you are a Real Estate **SALESPERSON**. If you're thinking we'll be offended by a Raucus Sales Pitch, don't be shy... give it to us! We've even had people sing while telling us about their homes.

There is one thing. We do limit you to just **90 seconds** for your pitch. Don't worry. We'll have you up again towards the end of the meeting to tell us about other listings you may want us to know about. But please respect the time limit. You will be timed and given the hook if you go over....

Lastly, the one thing that so many folks seem to forget....

6. The Price!

For those who are worried about nervousness, remember that everyone else is just as nervous as you! Truly! Some just won't show it as much.... Remember 90 seconds is the **MAXIMUM** time you're allowed. You don't have to use it all. If need be, write the pertinent facts down ahead of time and by the time you get through them you'll be done!

We look forward to your participation on tour.