

Sales Meeting

BROCKPORT OFFICE – 3/2/22

www.HowardHanna.com

BROCKPORT
OFFICE
585-637-6816

Main St

Howard
Hanna
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The window display features several real estate listings with photos and text, arranged in a grid-like fashion.



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*“Life happens at the
level of movement,
not words.”*

-Jim Dunlap



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Agenda

- 1st Priority – Mary Kern
- Open Houses
- Market Inventory
- Market Conditions
- How to get Listings
- MLS Rules Update



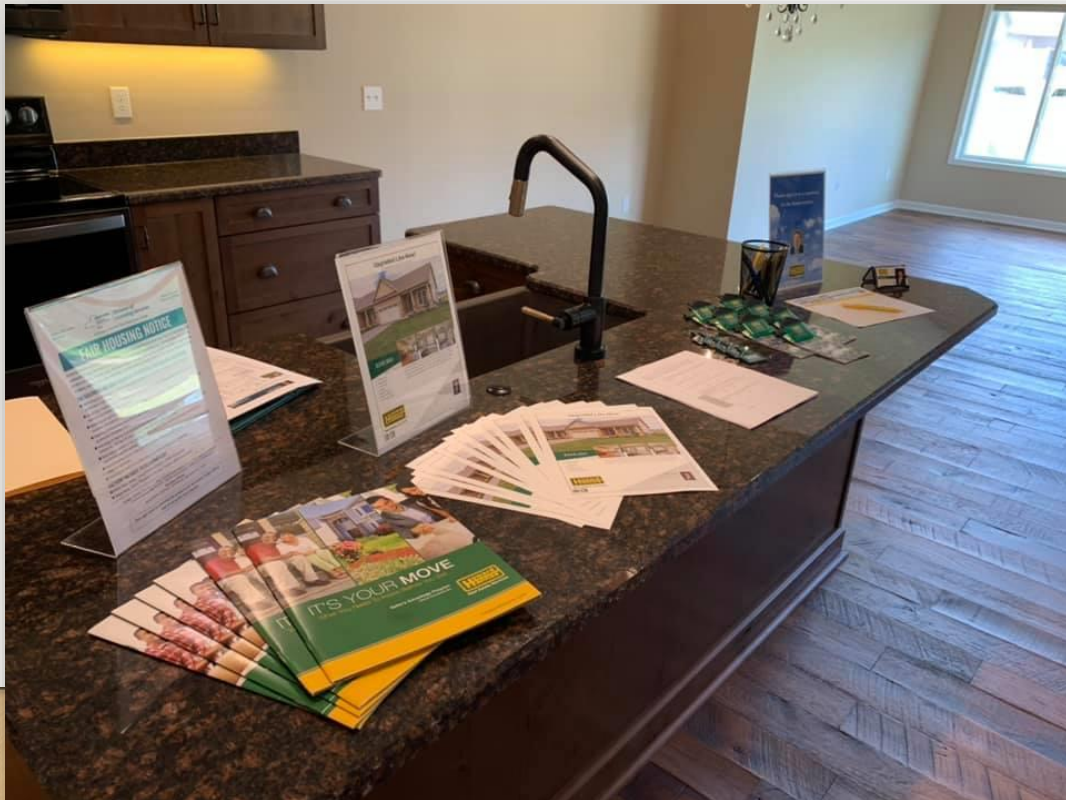
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1st Priority



Open Houses

- How can we maximize our time and presentation?





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HOW MUCH IS
CURRENT HO
WORTH?

Scan here to find



Adam Klock
Howard Hanna



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DO YOU NEED
HELP FINDING
MORTGAGE?

*Scan here to get started
with my finance partner. Amy*



Amy Bell
Loan Officer
NMLS #3254
Premium Mortga



Adam Klock
Howard Hanna



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AS A COURTESY
TO THE OWNER,
PLEASE
SIGN IN

Scan for my information



THANKS!

Adam Klock
Howard Hanna



**Do you
need help
finding a
mortgage?**

I HAVE PEOPLE TO HELP!



**Do you need
help finding
a home
inspector?**

I HAVE PEOPLE TO HELP!



**How much is
your current
house
worth?**

ASK ME HOW TO FIND OUT!



Please,
Sign in!

AS A COURTESY TO THE OWNER



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Kindly,
remove your
shoes.

THANK YOU!



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We appreciate your feedback!

How interested are you in this property?

No Maybe Somewhat Very

How would you rate this house?

1 (Poor) 2 3 4 5 (I want it)

(-)	Feature	(+)
<input type="checkbox"/>	Sq Footage	<input type="checkbox"/>
<input type="checkbox"/>	Layout	<input type="checkbox"/>
<input type="checkbox"/>	Updates	<input type="checkbox"/>
<input type="checkbox"/>	Condition	<input type="checkbox"/>

What is your opinion of price?

Very Low Low Just Right High Very High

Are you pre-approved?

Yes No

Are you currently working with a REALTOR?

Yes No

Agent's Name:

~This is to let them know you stopped by~

Are you interested in a free, no obligation
comparative market analysis on your current home?

Yes No



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Open House Sign-in

Name:

Email Address:

Phone Number:

*As a courtesy to the owner, and in case contact tracing
is necessary, we respectfully ask everyone to sign in.*



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Open House Checklist – Prior to Open House

- Print “Quick Flyer” in HH Presentation
- Print PCDs
- Print MLS Printouts
- Advertise on MLS
- Best Buy Ad in D&C or other paper (Company Paid)
- 2 Line Open (Company Paid)
- Advertise on Professional FB-Insta Page/Personal FB-Insta Page (Office will post on Office FB Page)
- GRAR Marketing Store Mailing
- Email your sphere via Engage CRM
- Place Open House Rider on For Sale Sign with Day/Hours of Open



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Day of Open House

- Arrive Early
- Open House FB Live with Tour
- 5-5-10
- Open Signs
 - At Property
 - At Major intersections close to open
- Open Flags/Balloons
- Shovel/Salt (Winter)



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Items for Open

- Turn on Lights
- Hide unwanted items
- Paper Sign-in or
- Open2Close or
- Individual Feedback form
- Plastic Frames w/ Flyers and info
- Business Cards w/ Holder
- Fair Housing Flyer
- Masks/Booties/Gloves/Hand Sanitizer/Wipes
- Buyer Book
- Quick Flyers
- PCD
- MLS Printout
- Mortgage Lender Flyers
- HH Pens
- Mints/Candy
- Chip Clips
- Calendars
- Portable Chair/Table (Vacant House)
- Source of Music



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After Open House

- Pick up your items
- Put back any hidden items
- Put clients into Open2Close
- Follow up with any leads
- Fill in the Seller/Agent with feedback
- Social Post thanking everyone for Successful Open Hosue



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Market Inventory



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Current Single Family & Condo for Sale

(as of 2/28)

- Monroe County – 289 (301)
- Brockport School Dist. – 5 (8)
- 14420 – 5 (6)

**Rochester Region has lowest inventory in entire country



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Market Conditions –February – Brockport Office

Year	Listings	Written (Units)	Closed (Units)
'18	8	\$1,930,041 (16)	\$1,967,900 (16)
'19	6	\$398,200 (7)	\$1,767,200 (11)
'20	10	\$3,003,948 (23.5)	\$2,352,700 (16)
'21	8	\$3,784,748 (25)	\$3,469,300 (24)
'22	11	\$2,858,200 (16)	\$2,997,315 (17)



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How to get Listings

LIST TO LIVE



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Review

- Follow up on every lead, even less desirable
 - 50% of Buyers in 2021 has a house to sell
- Buy Before you Sell
- Post Closing Occupancy
- Referrals
 - 2020 67% of sellers reuse agent or referral from friend
- Call Expireds
 - 2-3 years that didn't sell
- Focus on previous Buyers (5-7 years)
- Present in person
 - 77% of Sellers only interviewed 1 agent
- Use social media to start the conversation



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People use who they Know, Like, & Trust

- 78% of Sellers
- 63% of Buyers
 - Referred by Friend
 - Friend of Agent
 - Previously used
 - Reputation



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Previous Clients

- 9 out of 10 Buyers say they would use the same Agent to Sell their property
- 25% of those actually do
- Reason?

Lack of client follow-up by selling agent



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Proof in the Tools

- Direct correlation between HH Tool use and sales success
- Top Quartile of HH Tool use averaged 17.3 units
- Bottom Quartile of HH Tool usage averaged 3.2 units



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MLS Rule Update

NYSAMLSs Rules Summary of Changes

Effective March 1, 2022 (except where noted)

Listing Procedures

Section 1 Listing Procedures: Listings of real or personal property of the following types:

- a) single family homes for sale or exchange, including condominiums and townhouses
- b) vacant lots and acreage for sale
- c) two-family, three-family and four-family residential buildings for sale or exchange,

which are listed subject to a real estate broker's license, and are located within the territorial jurisdiction of the multiple listing service, and taken by Participants on an Exclusive Right to Sell or an Exclusive Agency listing contract, shall be delivered (entered into the computer system) to the Multiple Listing Service within **Twenty-Four (24) hours, ~~and excludes weekends, holidays, and postal holidays~~**, after all the necessary signatures of seller(s) have been obtained. Listings of property located outside of the MLS's jurisdiction will be accepted if submitted voluntarily by a Participant, but cannot be required by the Service. (Amended 11/01)

Section 1.2 Detail on Listings Filed with the Service

3. **Photos:** All property types, except vacant land and all statuses must include an exterior view of the home (main building) as the first photo and it must be submitted **at the time the property is made Active in the MLS ~~within twenty-four (24) hours (excepting weekends, holidays, and postal holidays) from when the property was listed~~**, unless the sellers expressly direct that photographs of their property not appear in MLS compilations. An exterior front (street) view of the home (main building) is required as one of the photos. (An exception would be a "to be built" property). New Construction may use a comparable rendering or photo. Office, agent and personal promotion information is prohibited from being included anywhere on the property photo. **Photos entered into the MLS cannot be reused by another broker without the consent of the listing broker who originated the photo(s)**. Any and all photos submitted cannot contain a watermark. A banner on a photo is considered 'personal promotion' and is not allowed with the exception of virtually staged photos. If using a banner, it should read "This photo is virtually staged". For violations of this section, the MLS may remove the violation and/or fine the Participant.



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NYSAMLSs Rules Summary of Changes

Effective March 1, 2022 (except where noted)

Division of Commissions

Section 5.4 Display of Listing Broker's Offer of Compensation - Participants and subscribers who share the listing broker's offer of compensation for an active listing must display the following disclaimer or something similar.

The listing broker's offer of compensation is made only to participants of the MLS where the listing is filed.
(Amended 11/21) M*

*** Note: MLS includes all MLS's that participate in the New York State Alliance of MLSs database, including** Central New York Information Service, Inc. (CNYIS), Upstate New York Real Estate Information Services LLC (UNYREIS), Western New York Real Estate Information Services, LLC. (WNYREIS), Chautauqua-Cattaraugus BOR, Cortland County BOR, Jefferson-Lewis BOR, McKean County AOR and Mohawk Valley AOR.



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Thanks for coming!