

GOT QUESTIONS?

🗨 1800 667 366

✉ support@openn.com.au



Launching & Uploading Properties

For Admin & Support Staff

November 2019



02 | UPLOADING A PROPERTY



1	Watch the ' How to upload a property ' video.	<input type="checkbox"/>
2	Go to www.openn.com.au and log in as the agent whose listing it is or under an account that is Agency Admin.	<input type="checkbox"/>
3	Click on the plus (+) button to create a property.	<input type="checkbox"/>
4	Complete all of the property features; upload a few of the best images, add scans of Contracts and Annexures. Once complete click "Create Openn Negotiation"	<input type="checkbox"/>
5	Enter in the final bidding stage date and time into "Openn Negotiation day & time" field.	<input type="checkbox"/>
6	Enter a reserve price as authorised by the vendor. You're required to enter this when uploading a property in NSW and SA. For all other states, if you haven't settled on a reserve, you can do this later but it must be completed before the Final Bidding Stage begins.	<input type="checkbox"/>
7	Enter in the starting minimum bid increment which can be changed at any time. This is activated after the first bid is placed on the property. For strategic advice on adjusting the minimum bid increment, contact your agent coach.	<input type="checkbox"/>
8	Enter your seller's email in the Seller field for them to be an automatic observer on the property and receive email updates. NOTE: Your seller needs to create a profile first at www.openn.com.au to do this.	<input type="checkbox"/>
9	Decide whether you want to allow observers at the launch stage and if you would like to see their contact information in the agent portal. We recommend not allowing observers until at least your first bid is received to avoid the pitfall of potential buyers 'watching' instead of 'bidding'.	<input type="checkbox"/>
10	Launch the property and ensure to use the correct terminology for the description and price fields outlined on page 7. Include property on other browsing portals. IMPORTANT: Do not set more than ONE home open time into the future at this point.	<input type="checkbox"/>
11	To ensure the maximum number of views and enquiries from potential buyers, the background price (buyer search price) should be as broad as possible and within your state's statutory requirements.	<input type="checkbox"/>



DO YOU NEED AN AUCTIONEER?

We have a register of Certified Openn Auctioneers at your disposal from across Australia. Go to <http://tiny.cc/Auctioneerwebbook> for find an Auctioneer in your state. Remember to confirm their availability before selecting!





MANAGING LISTINGS ON WEB PORTALS: BEST PRACTICE

Throughout an Openn Negotiation campaign the agent will need to update the background price and wording on sales platforms. This is essential to attracting buyers and securing bids throughout the campaign.

There are three stages where you'll need to adjust the wording on the web portals:

- Before you have a bid
- After you have a bid and before you are within 10% of the background price
- After you have a bid and are within 10% of the background price

BEFORE YOU HAVE A BID

Here are some examples of engaging wording to put in the price area :

In a tough market:

- *VENDOR WANTS IT GONE QUICK*
- *DON'T MISS OUT FAST SALE - BE QUICK*
- *Owner says 'sell'*
- *Calling all savvy investors*
- *Owner will meet the market*
- *Owners demand a fast sale*

- *Sleek abode - motivated seller*
- *Get in fast*
- *Do not wait for this Chic beauty*
- *GET IT SOLD – I'm told!!*
- *Chic dream - Stop scrolling - Fast Sale!*
- *Don't miss this - name your price*

In a hot/medium market:

- *Coming Soon - Contact Agent*
- *VIP Inspections*
- *Call for details*
- *Private inspections - Contact Agent*

In the description area:

The Openn Negotiation has started (auction held online with flexible terms for qualified buyers). The property can sell at any time, contact [AGENT NAME] immediately to become qualified and avoid missing out.

realestate.com.au

20 Wildflower Way
Leschenault, WA 6233

House • 11 • 6 • 7 • 0.41 ha

Get in fast!

HOME LOAN CALCULATOR
\$2,026/month
estimated repayment

Calculate

How much can you borrow?
We can help

20 WILDFLOWER WAY, LESCHENAULT

The Openn Negotiation has started (auction held online with flexible terms for qualified buyers). The property can sell at any time. Contact Ally McAgent immediately to become qualified and avoid missing out.

Domain

20 Wildflower Way, Leschenault WA 6233

Get in fast!

11 Beds • 6 Baths • 7 Parkings • 4,113m²

Calculate home loan repayments

Can I afford this property?

Property Features

Built-In Wardrobes

Property Description

The Openn Negotiation has started (auction held online with flexible terms for qualified buyers). The property can sell at any time. Contact Ally McAgent immediately to become qualified and avoid missing out.



COACHES TIP

Never write in the price field "For Sale by Openn Negotiation". For optimum success, its best to use unique text or promote urgency to attract attention from buyers.





MANAGING LISTINGS ON WEB PORTALS: BEST PRACTICE

ONCE YOU HAVE A BID - BEFORE YOU'RE WITHIN 10% OF BACKGROUND PRICE

Congratulations! You have secured a bid on your property - now you need to update the wording on the web portals.

In the price area here are two options:

- See current bid below
- Property has a bid - see below

In the description area:

CURRENT BID: \$500,000 - X Qualified Buyers

The property has not met reserve. Openn Negotiation is an auction conducted online that allows flexible terms for qualified buyers and the property can sell as early as tomorrow. Contact [AGENT NAME] immediately to become qualified and avoid disappointment.

Examples

realestate.com.au

20 Wildflower Way
Leschenault, WA 6233

House • 11 Beds • 6 Baths • 7 Parkings • 0.41 ha

See current bid below

HOME LOAN CALCULATOR
\$2,026/month estimated repayment

Calculate

How much can you borrow?
[We can help](#)

20 WILDFLOWER WAY, LESCHENAULT

Current Bid \$500,000 - 3 Qualified Buyers

The property has not met reserve. Openn Negotiation is an auction conducted online that allows flexible terms for qualified buyers and the property can sell as early as tomorrow. Contact Ally McAgent immediately to become qualified and avoid disappointment.

Domain

20 Wildflower Way, Leschenault WA 6233

See current bid below

11 Beds | 6 Baths | 7 Parkings | 4,113m²

Calculate home loan repayments

Can I afford this property?

Property Features

Built-In Wardrobes

Property Description

Current Bid \$500,000 - 3 Qualified Buyers

The property has not met reserve. Openn Negotiation is an auction conducted online that allows flexible terms for qualified buyers and the property can sell as early as tomorrow. Contact Ally McAgent immediately to become qualified and avoid disappointment.



COACHES TIP

Your Background Price is very important when you have your first bid. If it's early in the campaign you may increase your background price slightly or update the search price closer to the reserve. Speak with your Agent Coach for further support.





MANAGING LISTINGS ON WEB PORTALS: **BEST PRACTICE**

ONCE YOU HAVE A BID - AFTER YOU'RE WITHIN 10% OF BACKGROUND PRICE

In the price area:

CURRENT BID \$500,000

In the description area (before it has met reserve):

CURRENT BID \$500,000 - X Qualified Buyers

The property has not met reserve. The Open Negotiation (flexible conditions online auction) is underway and the property can sell as early as tomorrow. Contact [AGENT NAME] immediately to become qualified and avoid disappointment.

In the description area (once reserve is met):

CURRENT BID \$500,000 - X Qualified Buyers

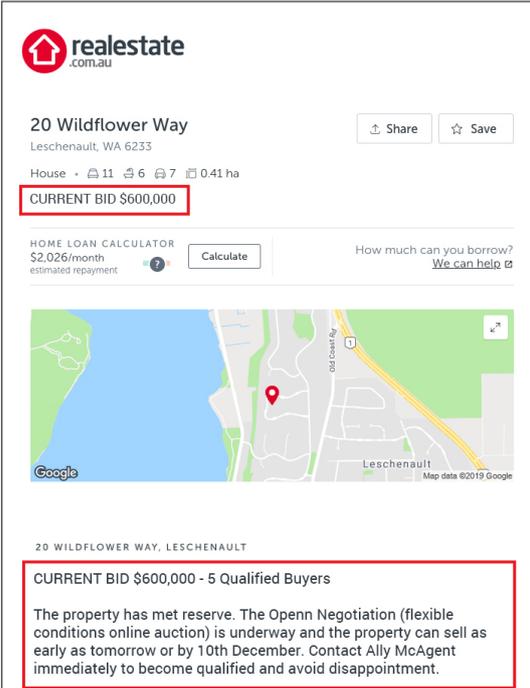
The property has met reserve. The Open Negotiation (flexible conditions online auction) is underway and the property can sell as early as tomorrow or by DAY/MONTH. Contact the sales agent immediately to become qualified and avoid disappointment.



COACHES TIP

Advertising the Final Bidding Stage date too early could result in buyers waiting to bid and missing out. Wait until the Final Bidding Stage is confirmed to advertise the date, while always impressing that "the property could sell as early as tomorrow."

Examples



realestate.com.au

20 Wildflower Way
Leschenault, WA 6233

House • 11 Beds • 6 Baths • 7 Parkings • 0.41 ha

CURRENT BID \$600,000

HOME LOAN CALCULATOR
\$2,026/month estimated repayment

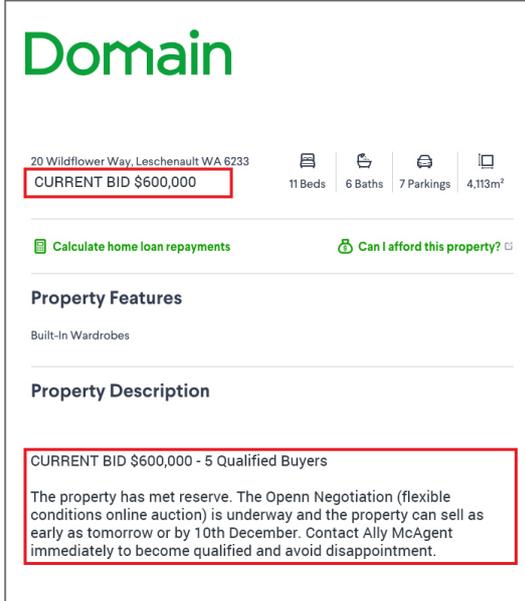
Calculate

How much can you borrow? [We can help](#)

20 WILDFLOWER WAY, LESCHENAULT

CURRENT BID \$600,000 - 5 Qualified Buyers

The property has met reserve. The Open Negotiation (flexible conditions online auction) is underway and the property can sell as early as tomorrow or by 10th December. Contact Ally McAgent immediately to become qualified and avoid disappointment.



Domain

20 Wildflower Way, Leschenault, WA 6233

CURRENT BID \$600,000

11 Beds | 6 Baths | 7 Parkings | 4,113m²

Calculate home loan repayments

Can I afford this property?

Property Features

Built-In Wardrobes

Property Description

CURRENT BID \$600,000 - 5 Qualified Buyers

The property has met reserve. The Open Negotiation (flexible conditions online auction) is underway and the property can sell as early as tomorrow or by 10th December. Contact Ally McAgent immediately to become qualified and avoid disappointment.



