

GOT QUESTIONS?

🗨 1800 667 366

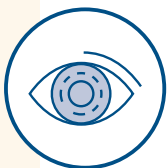
✉ support@openn.com.au



Dialogue & Communication Guide

February 2019

This document is a guide for real estate agents and their team. It provides various communication templates and dialogue examples needed to successfully run an Openn Negotiation, including:



🗨 **Spoken dialogue guides**

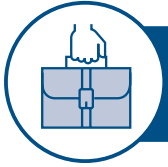
✉ **Email Templates**



SMS / Text Templates



Web portal copy



01 | WINNING A LISTING

APPRAISAL MEETING

Depending on the type of client, you can be flexible with the way you pitch the various sales methods. Some of the key benefits of Openn Negotiation are listed below.

KEY BENEFITS FOR SELLERS:

- ✓ Openn Negotiation doesn't allow over pricing which is the single biggest mistake you can make when listing a property for sale
- ✓ Openn captures a wide buyer pool, and allows the sellers to choose which buyers they accept as qualified to bid on the property
- ✓ Openn enables qualified buyers to compete with transparency – that means they know what price they need to beat if they love your home
- ✓ Openn Negotiation campaigns usually only last 4 weeks – meaning you'll sell your property faster or can choose to take it off the market without wasting time and stopping it from going stale
- ✓ Openn only costs \$440. That allows you to list the property on the platform, and have access to the technology which gives you the best chance of finding the right price
- ✓ Sellers will have access to observer tokens – which are great for sharing with friends and family who you'd like to allow to see the process unfold

Here's some spoken dialogue you can use which helps a seller understand the benefits of Openn Negotiation:

SPOKEN - A



If you've already met with other agents It's likely they've told you prices they believe your property will sell for and some will over-quote to win the listing. Openn Negotiation is the only process that gives you the best possible market intelligence of what your property is really worth - by creating competition from the widest possible buyer pool. Openn Negotiation will give you the process to find the best price, not just a promise.

So if the price you are able to achieve is even higher than your expectations, then we will realise it using this process. If it is not, then you will see exactly where the market is, without putting a starting price on it - all in four weeks.

SPOKEN - B



Here's something real estate agents hear too often from buyers, using private treaty sales methods: "I would have offered more for the property if only I had known what to pay".

By using Openn Negotiation, that can't happen. The process is completely transparent, allowing other buyers (and you) to see the competing offers and interest on your property. It means buyers know what price they need to beat to buy your home and thus you have the best chance of getting the highest price.

The best part? Openn Negotiation campaigns usually take less than a month.



HOT TIP

The **Openn Negotiation Property Consultancy & Selling Plan** is a fantastic tool to help guide your presentation.





02 | UPLOADING A PROPERTY

CORRECT COPY FOR THE WEB PORTALS - BEFORE YOU HAVE A BID

WEB PORTAL

Launch the property to the other web portals, using the following terminology for the price and description fields;

In the price area you can choose any of the following approaches:

- Coming soon, contact agent
- Owner says 'sell'
- Realisation sale!
- Call for details
- Urgent Sale!
- Private inspections - contact agent



In the description area:

For sale by Openn Negotiation (flexible term online auction). The auction has commenced and can sell anytime between now and the DAY/MONTH. Contact the sales agent immediately to become qualified.

IMPORTANT: Do not set more than ONE home open time into the future at this point.

INSITU EXAMPLES

realestate.com.au

72A Essex Road
Mount Waverley, Vic 3149

Townhouse - 2 Beds 1 Bath 350 m²

Contact Agent

HOME LOAN CALCULATOR
\$4,964/month estimated repayment **Calculate** How much can you borrow? [We can help!](#)

TRADITIONAL QUALITY EXCELLENCE IN MOUNT WAVERLEY

72A ESSER ROAD, MOUNT WAVERLEY

For sale by Openn Negotiation (flexible term online auction). The auction has commenced and the property can sell anytime between now and the 21st of November at 6pm. Contact Scott Banks on 0411 700 099 immediately to become qualified.

Domain

72A Essex Road, Mount Waverley VIC 3149

Contact Agent 2 Beds 1 Bath 3 Parkings

View the [agent price guide](#)

[Calculate home loan repayments](#) [Find out your borrowing power](#)

TRADITIONAL QUALITY EXCELLENCE IN MOUNT WAVERLEY

For sale by Openn Negotiation (flexible term online auction). The auction has commenced and the property can sell anytime between now and the 21st of November at 6pm. Contact Scott Banks on 0411 700 099 immediately to become qualified.

This top quality builders own home is a striking, light-filled townhouse in a very safe family-friendly neighbourhood located in the very popular and highly sought after Essex Heights.





02 | UPLOADING A PROPERTY

CORRECT COPY FOR THE WEB PORTALS - ONCE YOU HAVE A BID - BEFORE YOU'RE WITHIN 10% OF BACKGROUND PRICE

WEB PORTAL

In the price area:

See current bid below



In the description area:

CURRENT BID \$XXX,XXX - X Qualified Bidders

For sale by Openn Negotiation (flexible term online auction). The auction has commenced and the property has not met reserve, but can sell anytime between now and the DAY/MONTH. Contact the sales agent immediately to become qualified.

INSITU EXAMPLES

realestate.com.au

1/1 Tennyson Street
Elwood, Vic 3184

Apartment - 2 2 1 1

See current bid below!

HOWE LOAN CALCULATOR
\$2,476/month
Calculate

How much can you borrow?
We can help

Art deco luxury living with private courtyard garden

1/1 TENNYSON STREET, ELWOOD

Current Bid \$851,000 - 5 Qualified Bidders

For sale by Openn Negotiation (flexible term online auction). The auction has commenced and the property can sell anytime between now and November 15th 6pm. Contact the sales agent immediately to become qualified.

Domain

See current bid below!

2 Beds 1 Bath 1 Parking

View the agent price guide

Est. repayment \$2,403/month Find out your borrowing power

Property Features

Air-Conditioner	Alarm	Built-in Robes
Courtyard	Dishwasher	Ducted Heating

View all features

Current Bid \$851,000 - 5 Qualified Bidders

Property Description

Art deco luxury living with private courtyard garden

Current Bid \$851,000 - 5 Qualified Bidders

For sale by Openn Negotiation (flexible term online auction). The auction has commenced and the property can sell anytime between now and November 15th 6pm. Contact the sales agent immediately to become qualified.

Just a stones throw away from the gorgeous St Kilda Botanical Gardens this circa 1940's 2-





02 | UPLOADING A PROPERTY

CORRECT COPY FOR THE WEB PORTALS - ONCE YOU HAVE A BID - AFTER YOU'RE WITHIN 10% OF BACKGROUND PRICE

WEB PORTAL

In the price area:

Current bid \$XXX,XXX

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

X Qualified Bidders - CURRENT BID \$XXX,XXX



For sale by Openn Negotiation (flexible term online auction). The auction has commenced and the property has not met reserve, but can sell anytime between now and the DAY/MONTH. Contact the sales agent immediately to become qualified.

In the description area (once reserve is met):

X Qualified Bidders - CURRENT BID \$XXX,XXX

For sale by Openn Negotiation (flexible term online auction). The auction has commenced and the property has met reserve, and will sell from anytime between now and the DAY/MONTH. Contact the sales agent immediately to become qualified.

INSITU EXAMPLES

realestate.com.au

1/1 Tennyson Street
Elwood, Vic 3184

Apartment - 2 1 1 1

Current Bid: \$651,000

HOWE LOAN CALCULATOR
\$2,476/month
Calculate

How much can you borrow?
We can help

Art deco luxury living with private courtyard garden

1/1 TENNYSON STREET, ELWOOD

5 Qualified Bidders - Current Bid \$651,000

For sale by Openn Negotiation (flexible term online auction). The auction has commenced and the property can sell anytime between now and November 15th 6pm. Contact the sales agent immediately to become qualified.

Domain

Current Bid: \$651,000

2 Beds 1 Bath 1 Parking

View the agent price guide

Est. repayment \$2,403/month Find out your borrowing power

Property Features

Air-Conditioner	Alarm	Built-in Robes
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View all features

Current Bid \$651,000 - 5 Qualified Bidders

Property Description

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Just a stones throw away from the gorgeous St Kilda Botanical Gardens this circa 1940's 2-





03 | THE CAMPAIGN & GETTING BUYERS QUALIFIED

PRE - FIRST BID

Once the property is live (before you have an opening bid), here is some dialogue for price enquiries before the first buyer inspection:

SPOKEN



Thanks for your enquiry, the sales evidence of comparable properties would suggest the home is in the range of \$XXX,XXX to \$XXX, XXX.

What I can tell you is the owner is very keen to have the property sold so if it did go for less, then I would hate for you to miss out. If this is in your range then we will be having a private inspection this weekend. I'll also send you a link in an SMS to show you how the Openn Negotiation process works.

SMS



Thanks for your interest in this fantastic property. Here is an overview of Openn Negotiation: <<https://youtu.be/UcGtdK2MrcU>>

This is how the Openn app works: <<https://youtu.be/SBY-CfwSbxU>>

EMAIL



Thank you so much for your enquiry. The sales evidence of comparable properties would suggest the home is in the range of \$XXX,XXX to \$XXX, XXX.

What I can tell you is the owner is very keen to have the property sold so if it did go for less, then I would hate for you to miss out. If this is in your range then we will be having a private inspection this weekend.

Here is an overview of Openn Negotiation <<https://youtu.be/UcGtdK2MrcU>>

This is how the Openn app works: <<https://youtu.be/SBY-CfwSbxU>>

I hope to see you there.

Best Regards,
Agent Name / Phone Number

AT THE HOME OPEN

When you're in the home open and buyers are asking you about indications on price here's some of the things you can say before there has been an opening bid.

SPOKEN



The owners are very keen to meet the market and are serious about selling, that's why we are using Openn Negotiation. The sales evidence of similar properties in the area ranges from \$X-\$X but don't let that guide you too much as I'd hate for us to sell it for less and you miss out.

So if you'd like to be involved, all we need is for you to get qualified – how does that sound?

SPOKEN - Follow up calls / alternate approaches



Is there a price that would make this property worth it for you?

What would you consider to be a bargain for this property? Great well let's get you to enter that price on the app, get your terms & conditions approved by the seller then if it does go for a bargain you can't miss out on a chance to purchase the property.



FOLLOWING BUYERS UP AFTER A HOME OPEN

SPOKEN

Agent: Hello Mr & Mrs [Buyer] – thanks for coming through XX Address on Saturday. Do you like the property?

Buyer: No



Agent: So there isn't a price that would make the property worthwhile for you?

Buyer: Maybe – but I'm sure the seller wants more than what I'm thinking

Agent: If it did end up going for what you are thinking or less would you be disappointed?

You do seem to like the property. That is the great thing about Openn Negotiation, if you get qualified and the property goes beyond a price you're willing to pay you can withdraw at any time – but if it does go for a bargain, you won't miss out. Would you like to get registered just in case?

SPOKEN

Agent: Hello Mr & Mrs [Buyer] – thanks for coming through XX Address on Saturday. Do you like the property?

Buyer: Yes



Agent: Did you have a price in mind that you feel the property is worth?

Buyer: \$X

Agent: The great thing about Openn Negotiation, is once you get qualified you won't miss out on a chance to purchase it. You just need to download the app and enter an opening price (which doesn't need to be your best price), then we will get your terms and conditions signed off by the seller and you're in.

Do you have an Android or an Apple phone? Let me help you download the app onto your phone and find the property.

ONCE A BUYER'S TERMS HAVE BEEN ACCEPTED BY THE SELLER

SPOKEN



Congratulations – the sellers have accepted your terms and now you can't miss out. I'm going to send you a text and an email right away – please make sure you watch the video so you know exactly how the process works.

Remember you can improve your bid right up until 2 minutes before the final bidding stage!

EMAIL

Subject: You are now qualified for [property address].

Hi [Buyer],

Thanks for your time in writing up your terms. I am delighted to let you know that your terms have been accepted by the seller and you are now able to participate in the Openn Negotiation. I have attached your accepted terms and offer document.



Please ensure you watch this video <<https://youtu.be/SBY-CfwSbxU>> so you understand how the Openn Negotiation process works from here. I have also attached the Openn Negotiation Timeline which helps to explain the process.

If you have any questions at all, please don't hesitate to get into contact with me.

Best Regards,
Agent Name / Phone Number

SMS



Congratulations! Your terms for [property address] have been accepted. Please ensure you watch this video to learn what to do from here. <<https://youtu.be/SBY-CfwSbxU>>



UPDATING THE PRICE ON ALL SALES PLATFORMS



WEB PORTAL - see pages 3 - 5 for insitu examples

Once you have your first registered buyer set their opening price, you'll need to manually update each of the other marketing platforms.

PRICE ENQUIRIES AT SUBSEQUENT HOME OPENS OR BUYER INSPECTIONS



SPOKEN - when you're a long way from reserve and minimal buyers.

Hi [Buyer], thanks for your enquiry. The current price that is set on the property is \$XXX,XXX . The owners are certainly hoping for more than that – however this home could well go for a bargain so if you are interested and don't want to miss out then we'll need to get you qualified ASAP.



SPOKEN - when you're close to the reserve with minimal buyers.

Hi [Buyer], we are close to the reserve on this property so if you are interested, don't wait – the property could sell as soon as tomorrow and I wouldn't be surprised if this goes early. To avoid missing out you'll need to get qualified asap.



SPOKEN - when you have multiple buyers.

Hi [Buyer], there are X buyers registered on this one, however I suspect that a few of them are at their capacity so don't be put off if the property suits you at its current price. If you don't want to miss out then we'll need to get your price into the app and get you qualified asap.

WHEN ADDITIONAL BUYERS GET REGISTERED



SPOKEN

Hi [Buyer], I'm calling to let you know that the owners of [street address] have just accepted another buyer and the price is currently at \$XXX,XXX. If you log into the app on your phone or on your computer you'll be able to see that.

Just wanted to confirm that you are still interested at that level?

From here you don't need to do anything but if the price has gone beyond where you are comfortable then you can withdraw at any time. Alternatively, you do have the option to improve your price and try to knock out your competition early.

EMAIL

Subject: New bid for [property address]

Hi [Buyer],

I'm writing to advise that [property address] now has X qualified buyers and the current price is \$XXX,XXX - you will be able to see this when you log in on the Openn Negotiation website or via the app.



At this stage you have a few options;

1. Sit tight – do nothing and wait for the final bidding stage
2. Improve your price – this might help knock out some of the competition
3. Withdraw – if the price has gone beyond what you're willing to pay

Please let me know if I can help with any of the above scenarios or if you have any questions. Otherwise, I will be in contact closer to the final bidding stage.

Best Regards,

Agent Name / Phone Number



LAST REGISTRATIONS FOR BUYERS

SPOKEN



Hi Buyer – it's X from X realty calling in regard to property X. I'm ringing to let you know we are closing in on the final bidding stage and I wanted to confirm that you definitely weren't interested in a chance to purchase the property?

The current price is \$XXX,XXX with X number of qualified buyers. If you are at all interested then we will need you to get registered right away – the qualification process can take 24-48 hours.

EMAIL

Subject: Calling last registrations for [property]

Hi Buyer,

Thanks for showing your interest in [property].

Currently the property has X qualified buyers and the price is \$XXX,XXX.



As we are nearing the final bidding stage I am writing to confirm that you are not interested in a chance to purchase the property as you are currently not qualified.

If you would like to become qualified please contact me immediately as the process can take 24 - 48 hours.

If the property is indeed not of interest to you then I would love the opportunity to take you through some of the other properties <link to website> we have on the market or help you to understand how we can find you the best price when it's time to sell your own home, using Openn Negotiation.

Please contact me directly if I can be of any assistance.

Best Regards,

Agent Name / Phone Number

SUPPLYING OBSERVER TOKENS

EMAIL

Subject: Your free observer token for [property]

Hi Observer,

Thanks for showing your interest in [property].

If you would like to follow its progress as an observer, here's what you need to do;

1. Download the Openn Negotiation app (from the App store or Google Play), or log onto the website:
<<https://www.openn.com.au>>



2. You will then need to register as an Openn user. All new users receive 5 free observer credits.

3. Find the property you're interested in and click "JOIN AS OBSERVER".

4. Done! This will enable you to watch the negotiation as an observer.

Please note, Observers cannot bid, only qualified buyers can bid on [property]. Qualification may take 48 hours or more and the final bidding stage can be brought forward at any time.

So, if you would like to join the negotiation as a bidder, please don't hesitate to contact me.

Best Regards,

Agent Name / Phone Number





04 | THE FINAL BIDDING STAGE

ON THE DAY

SPOKEN - engaging with buyers and preparing them

Hi [Buyer] – I'm calling to confirm you are ready for today's final bidding stage at [time am/pm] ? Also confirming you have watched the video I sent you via text? <<https://youtu.be/SBY-CfwSbxU>>

All you need is to ensure you have a fully charged device, a solid internet connection and you're logged into the app on your phone or at openn.com.au.

Remember you can improve your price right up until 2 minutes before the final bidding stage – why not try to knock some of your competition out now!



When the property hits reserve you will see it clearly on the app – that means that the property will sell to the highest bidder when the 2 minute countdown timer ends.

Remember that when you do want to improve your bid it is a 2-stage process so it's a good idea to ensure you leave at least 20 seconds on the clock if you're going to bid. To make sure you're comfortable with the process we recommend you put a bid in now or early on as I'd hate for you to miss out on the property.

If I pause the negotiation at any time it is very likely because I am discussing the process with the seller – so don't worry.

Good luck – I'll be in contact with you throughout. Don't hesitate to call if you have any questions.

THE MAIN EVENT



SPOKEN - Engaging with buyers who have not placed a bid (ensure the phone is on speaker so the seller hears that you are working hard to get the most for their property).

Hi [Buyer]– its X here from X realty – I'm just calling to confirm you are watching the property on the app? Are you still with us? Will you be making any further bids?



SPOKEN - To someone that has bid but is not the leading bidder.

Come on [Buyer] you've come so far, don't let this property go for just [bid increment]. Will you be making any further bids? I know you love this property!

...

Hi [Buyer] how about making a strong bid here and send a message to the other buyers!



SPOKEN - If an under bidder says they are out.

Are you absolutely sure you are ready to let this fantastic property go for just \$XX,XXX?

What if I drop the bid increments, will you make another bid at that amount and see if you can secure the home?



SPOKEN - What to say to the seller when you haven't hit reserve and bidding is slowing

At the moment, we have X-X number of buyers that are all keen and willing to buy your home but as you can see we could lose this right now.

Until the property has met reserve, the buyers are only in competition with you, the faceless owner. If we were to put the property on the market, the dynamic is completely different as they are no longer battling you, or me, they are just battling each other and this will allow the market and competition to really work.

[Seller], I suggest we drop the reserve to the current highest bid and get this thing on the market???

The alternative here [name] is we pass it in to the highest bidder then we go back afterward and we ask them for more money. If you were in their position and I was asking you for more money. What would you say to me?





05 | POST BIDDING STAGE

WHEN THE PROPERTY SELLS



SPOKEN - Call the successful buyer and congratulate them.

Congratulations [Buyer]! We really hope you're pleased with the purchase of this magnificent property. Our team will be in contact with you further to ensure a seamless transition for you from here on in. If you have any questions at all please don't hesitate to contact me.



SPOKEN - Call the under bidders (new prospective leads).

Hello [Name], I'm sorry this didn't turn out to be the property for you. How did you feel about the process?

I'll ensure our team passes on the details of any properties we are selling that meet the criteria you are looking for.

If we can be of any further assistance please do let me know. Good luck.



HOT TIP

Don't forget to capture video testimonials from your happy buyers & sellers to share with Openn Negotiation and across your social platforms!

