



TAR Home Tours- Top 10 F.A.Q.s

Question #1: Why would I put a home on Tour?

Answer #1: Because you have a listing which has been on the market longer than you would have liked, and either your seller is not heeding your suggestions or you are uncomfortable having that conversation with your seller, or you do not know why the home is not selling. Tour participants will tour each home and fill out a feedback sheet on the condition of your listing. You will get more feedback in one day from professionals in the community, than you likely had during the life of your listing. Also, if you have a new listing and you want to get maximum exposure and have the opportunity to talk to many agents, brokers and affiliates from many offices, this is a great opportunity.

Question #2: How do I put my listing on Tour?

Answer #2: Go to the TAR website. The last tab at the top right in the yellow is HOME TOURS. Click there, then click on Tour Submissions. You will find a list of how the tour works as well as the submission "how to's."

Question #3: What happens after I submit my listing?

Answer #3: You will get a response on the same page indicating your submission has been received. Then you will **NOT** get an email confirmation until the WEDNESDAY before the Friday Tour in the area of your listing.

Question #4: What do I do after I submit my listing and it has been received?

Answer #4: Mark the date of the Tour on your calendar! Make sure you plan to be at the Tour until at least Noon. Do not wait until you get



the email confirmation as your calendar is sure to fill up and you will forget you have made a commitment to be on the Home Tour. If you have provided all the correct details (your name, brokerage, MLS# of listing, and MLS designated area of home etc.) your home is almost surely going to be on the Tour.

Question #5: What do I do if my listing goes active contingent or is off market?

Answer #5: Call one of the TAR Home Tour committee members and advise of the change of status of your listing and it will be removed from the Tour.

Question #6: Why can't the Home Tours tell me exactly when my listing will be visited on the date of the Home tour?

Answer #6: We do not know exactly how many homes are on tour, how many tours there will be on tour day, or where the homes are all located until Wednesday evening before the Friday Tour. Additionally, due to status change or other reasons, homes drop off the TOUR. So, until final check-in, we do not have exact information. What we can tell you generally is that sometime between 09:30am and noon, the Tour will make it to your listing. Once check in on Tour date is complete, you will be able to contact your seller (if you wish) to advise they are #? on the list and give a closer estimate of arrival.

Question #7: What can I expect on Tour Date?

Answer #7: Arrive at check in at 08:00am. If you have submitted a listing Network and enjoy breakfast until 08:30am. (You do not have to have a listing to participate in the TOUR. It is a great opportunity to learn and meet people in your industry).



At 08:30am listing presentations begin. Be prepared to present your listing-not only what is on the listing sheet, but what is remarkable about the home-views, functionality, quiriness, character- ANYTHING MEMORABLE. You will have 60 seconds to complete your listing pitch. Use your creativity to make your pitch memorable. We try to be out of presentation and on Tour by approximately 09:15am. You can drive on your own or caravan with others.

Question #8: Why should I deliver a memorable marketing pitch?

Answer #8: Not only will this make your listing memorable, but you will also earn your chance at winning the Marketing Star of the week. If you win, you will be presented with a gift card from our Marketing Star Sponsor and you will get your photo with your listing on our social media?

Question #9: What can I expect on Tour?

Answer #9: Be ready to fill out your feedback sheets for each home while you are in the home and observing the condition. You can continue to network and visit with others, but remember, we are there to sell homes. The honest and complete feedback on the forms make our TOUR WORTHWHILE AND VALUABLE for listing agents. We will tour each home on Tour and complete feedback sheets. At the last home we will divvy up the sheets in their respective listing piles and we will vote for our favorite home. Votes are added up and the HOME TOUR WINNER for the week will be announced. The winner will receive a sign rider for HOME TOUR WINNER to display for 30 days on their sign outside the home. They will also get their photo with their listing on our social media.

Question #10: How do I fill out the Feedback Sheet?



Answer #10: The feedback form has 7 evaluation criteria for the condition of the home. The range is from POOR (1) to EXCELLENT (5). Since we do not know the homes, every home starts as an AVERAGE home (3), right smack dab in the middle. Once you get to the home, you will either go up or go down in the feedback criteria depending on the condition of the home. For example, if there is home with the most amazing front yard and immaculately maintained then you would evaluate it at a 4 or 5 (depending on if there is any room from improvement). Alternately, if there is something such as a bad odor, then you would evaluate it at a 2 or 1. Remember, if we are not honest, then the feedback is not helpful for the listing agent. You will have the opportunity to elaborate on best features and objections to home as well as make suggestions, on the bottom of the form. Please use this area as it will be the most helpful. We can all be honest and professional without being mean. Our goal is to assist the agent in getting the home sold!