

Standard Operating Procedure: Reval On The Market Tracking

SOP Code: ROTM001





Contents

ST	ANDAR	RD OPERATING PROCEDURE:
PU	RPOSE	3
1.	Impl	lementation3
	1.1.	Set-Up Alerts
	1.2.	Populate Data into Excel Template5
2.	Clier	nt Care Tracking9
	2.1.	Week 49
	2.2.	Week 612
	2.3.	Obtain Owner Details
	2.4.	Mail Merge Letters
	2.5.	Week 8 – 12 Tracking
	2.6.	Submit Weekly Report to the Sales Team19
	2.7.	Cadet Responsibility
3.	Sale	s Consultant Tracking20
	3.1.	Withdrawn Property Tracking20
	3.1.1.	Withdrawn Letter21
	3.1.2.	Withdrawn 8-12 Week Tracking21
3	3.2.	On the Market Property Tracking22
	3.2.1.	On the Market 8-12 Week Tracking22





SOP Name: Reval On The Market Tracking	SOP Code: ROTM001
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STANDARD OPERATING PROCEDURE:

The purpose of this Standard Operating Procedure is to provide the Client Care Team as well as the Sales Consultants with a step-by-step guide on how to effectively track properties which are currently listed on the market with other agencies and or agents.

PURPOSE:

Effective tracking will enable Reval Estate Agents to further add value by contributing successfully to the Corporate Strategy which is to GET MORE LISTINGS.

Following the correct Standard Operating Procedure as outlined below will ensure that we apply the same Effective and Consistent approach in not only the tracking of properties, but further also in the way which we communicate with potential Sellers, Buyers and Investors alike as well as ensure that we represent the Reval brand to go Above and Beyond the expectations of Sellers and Investors.

1. Implementation

Effective implementation will ensure that a Branch is able to actively interact with Sellers and or Investors who have already listed their properties with other agencies and or agents. The purpose of this interaction is to ensure that the Reval brand remains top of mind should the Seller and or Investor not be successful with their sale plans through their current agent and or agency.

By effectively implementing this Standard Operating Procedure within your branch you will be able to meet the Geographical Targets of the area within a short time frame.

1.1. Set-Up Alerts

The responsibility of the Set-Up section remains with Client Care Team.

Log onto <u>www.realestate.com.au</u> to create an alert which will be emailed back to you on a weekly basis. These alerts will be required in order to ensure that you are able to capture the relevant information to enable you to start effective tracking of all properties currently on the market with other agencies and or agents.

In order to successfully set up your alerts follow these easy steps:





DO NOT: Refrain from using postal codes as postal codes could be made up of multiple suburbs.

- Step 4: The block indicating "Include Surrounding Suburbs" situated directly below the section where you have entered your suburb must be unticked
- Step 5: Click on the search button

Now proceed to select your sorting criteria by	Showin	g 1 - 20 of 28 total results	Select sorting criteria				
selecting "Sort by Date (Newest to Oldest)"	Sort by:	Date (Newest - Oldes 🔹					
	Results f	Results for properties for sale in <u>Mount Gr</u>					

You will now want to proceed to save this search as you will want to receive the email alerts on a regular basis. In order to save the search you will merely click or select the "save search" button.

Buy	Rent	Invest	Sold	Share	New homes	Retire	Find agents	Home ideas	Blog	Commercial	Sign In	Join
											Click Here	
Addres	s, suburb	s, postcode	es, or regio	ons								
Mou	nt Grava	t, QLD 412	22					•	Search	n යි Save	search	

You have now selected your criteria and is ready to prompt an alert to be emailed to you. After you have successfully clicked on the "Save Search" icon the browser will automatically take you through to a screen similar to this one.

Save and subscribe

Properties for sale in Mount Gravatt, QLD 4122 (Sorted by: Date (Newest - Oldest))

Name this	search (eg. "Plac	es near work")									
	and alert me:	Daily	~									
You need to sign in to finish this setting												
💌 Email	address											
Pass	vord											
Sign In	Cancel	🗷 Stay	signed in									
Forgot passwo	ord?	Create a	n Account									



In order to ensure the alerts are emailed through to you, follow the following steps:



Step 3: Email address – this will be the designated email address allocated to receiving such alerts

Step 4: Password – this will be the allocated password

Step 5: Either sign in or create an account if not already in place

Your alerts have now successfully been set up.

1.2. Populate Data into Excel Template

In order to ensure that the tracking of all On the Market properties are done correctly you will be required to use the Excel Template named: On the Market Progressive Tracking.

В	с	D	E	F	G	Н	1	J	К	L	М	N	0	Р	Q
	On The Market Progressive Tracking														
	Client Care Ac							Sales Person /							Activity
	Listing Property Details						Reval Owner Details				Tracking Activity				
										Investment		6 Week			
Property Address	Listing Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 Week	Name	Address	Property	Phone	OTM Letter	8 Week	10 Week	12 Week
													*		

Save and subscribe



Create an Account



You will identify that there is two separate sections to this report one being Client Care Activity and the other being Sales Person Activity. For the purpose of this section of the process we will specifically deal with the columns B through to G, as this section will merely deal with the capturing of information pertaining to properties which you have found on the website.

This step will be an ongoing step as you will be required to continuously update this document to reflect new properties which have just come onto market through other agents or agencies, thereby ensuring that all Sellers and or Investors receive attention from Reval Estate Agency.

When the selection process was done on <u>www.realestate.com.au</u> a list of properties have come up which is currently on the market. It is the information from these properties that we would want to be listed onto this Excel Sheet. Going forward you will have the data available from the emails which you have requested alerts for. For the purpose of this process we will use a step-by-step approach on the website data, this process will not change should you be capturing from your email received.



<u>Step 2</u>: Column C - Input Listing Date. Use your current day that you have located this property as your interim listing date.





Step 3: Column D - Type of Listing

There is currently two different types of listings one which is a Private Treaty and the other which is an Auction type.

An Auction type will be listed without an amount, then you require the Auction date and then a Private Treaty will give you some kind of indication of what sort of selling price the Owner is looking it.

For this specific property used for training situated at 22 Trent Street Mount Gravatt the property is listed as a Private Treaty so we will capture this as a Private Treaty.



Should this have been an Auction then you would have selected Auction from your Drop down Menu situated in Column D.





Step 4: Column E – Auction Date

Column E will only be completed once you have located an Auction property and you have identified the appropriate Auction Date Auction dates will be identified to you once you click

on "Details" of the property, if not visible in the smaller advert.

4 Tamarang Street

Auction Thursday, 8th October in rooms at 6.30pm - Level 1, 33 Lytton Rd, East Brisbane (above Spoon Cafe)





Listing Price will only be available for properties which are on sale by means of Private Treaty. Auction properties will have no listing price available.

≮ BA	CK TO SEARCH RESULTS
2	2 Trent Street Mount
С	Offers over \$589,000
+ 1	🖁 Home loans may be available from approx. <u>\$2,243 / Monthly</u> 🔻 📀
þ.	🛚 3 📁 1 🏵 3 House
Œ	Floorplan

 Listing Price must now be transferred onto your Excel Sheet.
 B
 C
 D
 E
 F
 G

 On The Ma

 Listing Property Details

 Property Address
 Listing Date
 Type of Listing
 Auction Date
 Listing Price
 URL

 22 Trent Street Mount
 08/10/2015
 Private Treaty
 \$589,000+
 Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Con The Ma

 Listing Property Details

 Property Address
 Listing Date
 Type of Listing
 Auction Date
 Listing Price
 URL

 Listing Price Mount
 08/10/2015
 Private Treaty
 \$589,000+
 Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Image: Colspan="2">Tree Should be in S and have the + after the figure.

 Listing Price should be in S and have the + after the figure.

 Image: Colspan="2">Image: Colspan="2"

Step 6: Column G – URL

It is important that the link of this property address is available on this sheet for easy future reference. The link must further NOT BE copied from the email, but physically from the property on your web browser.

So you will have to copy the physical link and then hyperlink this link to the word LINK URL.





This link must now be pasted into your Excel Sheet into Column G and then hyperlinked to the word LINK URL

В	С	D	E	F	G	Н	I					
				On	The Marl	ket Pro	gressiv					
				Cl	ent Care Act	ivity						
	Listing Property Details											
Property Address	Click on your o	orrect cell in Colum	n G. Then right click	. Prio	e URL	4 Week	6 Week					
22 Trent Street Mount Gravatt Qld 4122	Select Hyperlin the address se	soin rom +	LINK URL									
	the Internet. Y	our Display Name w	ill then be LINK URI	and	LINK URL							
	internet link.	in be your relevance	opy of the physical		LINK URL							
					LINK LIRI	1						

Once all the information is populated, then you start tracking the properties.

Remember that data capturing of these properties will remain an ongoing function. Your completed Excel Sheet will now look like the section below. Take note after the hyperlink that the word LINK URL has now turned blue and is underlined. This is a clear indication that the hyperlink was successful.

В	С	D	E	F	G	Н	1	J	К	L	M	N	0	Р	Q
				On 1	he Mark	et Pro	gressiv	e Track	king						
Client Care Ac							vity Sales Person Ac						Activity		
Listing Property Details							Reval Owner Details Tracking A					Activity			
										Investment		6 Week			
Property Address	Listing Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 Week	Name	Address	Property	Phone	OTM Letter	8 Week	10 Week	12 Week
22 Trent Street Mount Gravatt Qld 4122	08/10/2015	Private Treaty		\$589,000+	LINK URL										
					LINK URL										

You will follow this same process to ensure that each and every property, both Private Treaty as well as Auction, currently listed on the market through other agents and or agencies has been captured in order for us to effectively track these properties to GET MORE LISTINGS.

Set your diary as you will start tracking in exactly four weeks from now.

2. Client Care Tracking

You have already spent several hours populating data into your Excel document to enable you to start tracking these properties. The data population will not stop, it will still continue, but now you are also implementing your tracking methods to ensure that Reval remains top of mind and increase on further listings.

2.1. <u>Week 4</u>

During week four tracking it is simply required to click on the link of the property in Column G to determine the current status of the property. You will then select the current status of





the property from the available options in the Drop down Menu currently in Column H. You will notice that these options which you select are colour coded. See below:

Available Property means a property is currently still listed and available for sale. It is not yet Under Contract or has no indication that it has been sold. Also make



sure to check that the selling price is still the same as per your original input.



realestate.com will indicate that the property has been removed.

A Withdrawn Letter must now be sent to this Owner. You will select the option Withdrawn, the colour linked to this selection you will use to highlight the whole line to clearly indicate that the property has been withdrawn and is now no longer on the market.

There is various reasons as to why a property could have been withdrawn and this information must be brought through to the Reval Sales Team with immediate effect by means of an email.

Once you have identified a Withdrawn Property remember to highlight the whole line where this property is listed as this will be an indication to the Sales Team to actively get involved with this property Owner immediately.

В	С	D	Е	F	G	н	1	J	К	L	М	N	0	Р	Q	
	On The Market Progressive Tracking															
				Cl	lient Care A	ctivity							Sales	Person	Activity	
	Ľ	isting Proper	ty Details			Reva	I		Owne	er Details			Tracking Activity			
Property Address	Listing Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 Week	Name	Address	Investment Property		6 Week	ettek	10 Week	12 Week	
22 Trent Street Mount Gravatt 04 4122 08/10/2015 Private Treaty \$589,000+ LINK URL					LINK URL	Withdrawn	•			Highligh	nt full line to in	ndicate Withdra	wn			

Sold Properties will be identified as the word "Sold" will be listed right below the price. There is a specific sold section where such properties are moved to however please ensure





to read the property details clearly as there has been instances where the sale has been mentioned there without the property being moved to the sold section.

		S. S
\$743,500	Identify Sold Property)
2 Greening Street, Mc	ount Gravatt, Qld 4:	122
🌬 4 🖛 2 🖶 2		

Should a property have been sold then you will select "Sold" from the Drop down Menu.

Should a property have been sold then you will select "Sold" from the Drop down Menu.



Once a property has been sold there will

be no need to proceed with any tracking functions and therefore the remainder of the cells could be coded in red to prevent confusion.



Under Contract will be identified as the word "Under Contract" will be listed right below the price.



Once you have tracked a property and

identify that such a property is Under Contract then make sure to select the option "Under Contract" from your drop down menu which is immediately linked to the colour red.





В	С	D	E	F	G	н	1					
				Or	n The Ma	arket Progr	essiv					
				C	lient Care A	Activity						
	Listing Property Details											
Property Address	Listing Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 We					
22 Trent Street Mount Gravatt Qld 4122	2 Trent Street Mount ravatt Qld 4122 08/10/2015 Prive Select Under Contract from Drop Down Menu											
							<u> </u>					

Once a property is deemed as Under Contract then there will be no further tracking requirement and you can therefore proceed to colour the remainder of the area in red to prevent future tracking and or confusion.

В	С	D	E	F	G	Н	1	J	К	L	М	N	0	Р	Q
	On The Market Progressive Tracking														
	Client Care Activi												Sales	Person	Activity
		isting Proper	ty Details			Reval			Owne	r Details			Tracking	Activity	
Property Address	Listing Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 Week	Name	Highlight all cells in red to prevent future tracking			8 Week	10 Week	12 Week	
22 Trent Street Mount Gravatt Qld 4122	08/10/2015	Private Treaty		\$589,000+	LINK URL	Under Contract									

Once a property is deemed as Unconditional it will in effect mean that no further tracking will be required at this point. Select "Unconditional" from the Drop down Menu and proceed to colour the remainder of the cells in red to prevent further tracking and confusion.

В	С	D	E	F	G	н	1	J	к	L	М	N	0	Р	Q
	On The Market Progressive Tracking														
										Sales	Person /	Activity			
	Listing Property Details								Select U	nconditional fro	m Drop Down	Menu and proc	eed 19	Activity	
Property Address	Listing Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 Week	to colour remainder of cells in red to prevent confusion future tracking				n and	10 Week	12 Week	
22 Trent Street Mount Gravatt Old 4122	08/10/2015	Private Treaty		\$589,000+	LINK URL	Unconditional	- 🥓								
					LINK URI						1		1	1	

Immediately after your tracking tasks has been completed for the Week 4 section make sure to send your email communication through to the Reval Team as highlighted in point 2.4.

2.2. <u>Week 6</u>

During the week 6 tracking task you will proceed exactly as you did with the functions during week 4 as listed above.

We will now take it one step further. For the purpose of this process we will find that our property is currently now listed for 6 weeks since we first loaded the information onto the Excel Report and have identified after tracking this property that it is currently still on the market.





В	С	D	E	F	G	Н	1								
	On The Market Progressive Tra														
	Client Care Activity														
	Listing Property Details														
Property Address	Listing Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 Week	Nan							
22 Trent Street Mount Gravatt Qld 4122		At ailable	-												

It is now the time to obtain the relevant details of the property Owner as we will have to prepare our On the Market Letter to Property Owners who have already had their properties listed for periods of 6 weeks and or more.

2.3. Obtain Owner Details

Once a property has been listed for a period of 6 Weeks on the market then we will want to start obtaining the relevant details of the Owner to start a personalised interactive process to ensure that Reval remains top of mind in the event that their sale with their current agent and or agency is unsuccessful.

For the purpose of this section of the process you will be required to obtain the relevant details from a website called RPDATA.



Transfer the specific address into the address section in the RP DATA search tab in order to track the Owners of the specific property. Make sure to select the correct address as indicated on your spread sheet.





RI	p <mark>re</mark> Logic [.] P Data			Logged in as: Property Management - Reval Estat Help V Live Chat Need help?
Welcom Addres 22 Tren	e to RP Data Profess	ional Company Name QLD 4122	Building Name	Enter correct address Click Search Click Search Click Search Click Search
K	L	М	N	
Owner D (Column property Phone n	Details must be captured: K); Address (Column L); on market then it is NOT umber (Column N)	Name and Surn If address is sam Tan investment	ame le as property;	A detailed report will appear listing the full property details. You will browse down to the section marked as "Ownership" and proceed to transfer the details of the
	Owner De	etails		Owner into your excel report. This will
		Investment		include Name and Surname; Address (to
Name	Address	Property	Phone	determine if this is an investment property
Goorgo	22 Trent Street Mount	No		or not as well as confirm postal address);
Hannas	Gravatt Qld 4122	NU	33 574 693	and any other contact information like for example a phone number.

Take note now that you are able to effective identify the exact date of the advert of when this property came onto market, this date will now enable you to actively target the precise weeks, ensure that you amend this date on your excel report.



Date amended onto excel:

В	С	D	E	F	G	н	1	J	К	L	м				
	On The Market Progressive Tracking														
	Client Care Activity														
	L	isting Proper	ty Details			Reval Owner Detai									
										Investment					
Property Address	Listing Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 Week	Name	Address	Property	Phone				
22 Trent		Date Amend	ed						22 Trent						
Street Mount	-					Available	Available		Street Mount	No					
Gravatt Qld 4122	07/10/2015	Private Treaty		\$589,000+	LINK URL			George Hannas	Gravatt Qld 4122						
					LINK URL										





Contact phone numbers might appear on RP Data, however there is a possibility that such records are not listed.

Phone Record	ls
No information	available.

In this instance you will have to proceed to the White Pages which is a phone book in order to confirm the telephone number to be added onto your excel report.

Website to be used is: <u>http://www.whitepages.com.au/dirDates.do?state=QLD</u> and select Residential section.



In this particular instance there is no phone number listed for this person in the White Pages, however it is your aim to ensure you run through each and every possible aspect of the search in order to track this person. Look at different initials, look at the possibility that the surname might be the name and vice versa in order to effectively try and obtain the relevant information.

You have now completed all relevant steps and you are ready to send the On the Market Letter to the various property Owners. Your line item now looks like this:

В	C	D	E	F	G	н		J	K	L	M	N		
					On The I	e Market Progressive Tracking								
	Client Care Activity													
	Li	sting Propert	ty Details			⋜ Re	val		Final Step is to send Column N	out the OTM Let	tter as indica	ted in		
										Investment		6 Week		
Property Address	Listing Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 Week	Name	Address	Property	Phone	OTM Letter		
22 Trent Street Mount Gravatt Qld 4122	08/10/2015	Private Treaty		\$589,000+	LINK URL	Available	Available	George Hannas	22 Trent Street Mount Gravatt Qld 4122	No				

You will now proceed to prepare all your letter for the 6 week On the Market by means of a mail merge.

2.4. Mail Merge Letters

Your final step in the tracking process is to ensure that the property Owner receives an <u>On</u> <u>the Market Letter</u>. For the purpose of this process you will assume you have more than one letter and therefore the next step will cover the Mail Merge process to equip you fully with the ability to perform this function.

<u>Step 1</u>: You will identify that the Merge Template has already been created and is available on the specific month tab as indicated at the bottom of your excel sheet.

	Look here			
Tracking Octo	ber 2015	Mail Me	rge October 2	015





a New List.

Step 2: Column B is already filled with the name "Property Owner" DO NOT remove this as all letters must be addressed to The Property Owner to ensure we comply with confidentiality protection.

В	С	[D	E	F	G	Н			
	On	ging Sheet								
	Client Care Activity									
Name	Street Number and		Date Received	Date Posted						
Property Owner		Property Owner	e this, all le	etters must be a						
Property Owner										

Step 3: Copy Address into the respective columns, take note that you have three separate columns and you will now be required to input the specific section of the address into the specific columns.

В	С	D	E	F	G	Н							
On The Market Mail Merging Sheet													
	Client	Care Activity		Split Addres	s correctly over Colu	mn C, D and							
Name	Street Number and Name	Suburb	Postal Code		Date Received	Date Posteu							
Property Owner	22 Trent Street	Mount Gravatt, QLD	4122										

Step 4: Open On the Market Letter in your Word Documents File, select Mailings, then select Start Mail Merge and click on the option Letters



Step 5: Click on On The Market Mail M New Address List ? Select Recipients recipient information in the table. To add more entries, click New Entry. icon, then select Type Title First Name ▼ Company Name ▼ Address Line 1 ▼ This screen will now appear in order for you to capture the relevant information of the various properties to which you would want to send the OTM Letter < New Entry Find... Delete Entry Customize Columns... OK Cancel 🛒 κεναι



Step 6: Proceed to enter the various addresses of the properties to where you would want to send the On the Market Letter. REMEMBER: Letter is ALWAYS addressed to The Property Owner. See below example:



Step 7: Once all information is captured click OK. A screen will open to prompt you to save your mailing list. Save using the OTM and add the date of the letters for example if you are doing your letters on the 20th October 2015, then your file name will be OTM20102015.



Step 8: You are now ready to prepare the letters. Click on the icon "Finish & Merge" which has now changed from a grey into indicating that it is available.







<u>Step 9:</u> You are now ready to print your letters.



<u>Step 10:</u> Enter your date prepared into your Mail Merge section in Excel.

В	с	ed OTM le	etter G										
	On The Market Mail Merging She												
			Ca										
Name	Street Number and Name	Suburb		Postal Code	Date Pre	bared	Date Rece						
Property Owner	22 Trent Street	Mount Gravatt	t, QLD	4122		,							
Property Owner													

<u>Step 11</u>: Select option YES in the tracking file to indicate to all that you have prepared and printed this OTM Letter.

	В	С	D	E	F	G	Н	I	Select YES fro	Select YES from Drop Down Menu, cell will auto change to green				
	On The Market Progressive macking													
	Client Care Activity													Sa
	Listing Property Details							eval		Owner Details				Trac
											Investment		6 Week	
Property	Address	Listing Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 Week	Name	Address	Property	Phone	CTM Letter	8 W
22 Trent St Gravatt Qid	treet Mount 1 4122	08/10/2015	Private Treaty		\$589,000+	LINK URL	Available	Available	George Hannas	22 Trent Street Mount Gravatt Qld 4122	No		Yes	-
						LINK URL								

2.5. Week 8 – 12 Tracking

Tracking tasks remains exactly the same for week 8, 10 and 12 as was mentioned in the section above under week 4. You will simply click on the link of the property and then proceed to update the excel report with the required status of the property which you will select from the relevant Drop down Menu available for the specific week.

Available	В	с	D	E	F	G	Н	I	J	к	L	М	N	0	р
Property							0	n The N	larket Pr	ogressi	ve Tracking				
rioperty.			(Click on Br	roporty Link	C	lient Car	e Activity							
Same applies			- D	Click on Pr	operty Link		2 Re	val			Property	available, selec	t from Drop De	own Menu	
at 10 and 12		LISUI	ig Property L	Auction					Withdrawn		Uv ance o	Investment		6 Week	
	Property Address	Listing Date	Type of Listing	Date	Listing Pro		4 Week	6 Week	Letter	Name	Address	Property	Phone	OTM Letter	Week
weeks.	22 Trent		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,								22 Trent				
	Street Mount					7	Available	Available	No	George	Street Mount	No		Yes	Available
	Gravatt Qld 4122	08/10/2015	Private Treaty		\$589,000+	LINK URL				Hannas	Gravatt Qld 4122		33 574 693		

<u>Withdrawn Property</u>. Remember at any stage during tracking of a property where you identify that the property is no longer there then you must ensure to print the Withdrawn Letter, mark the Excel with a Yes in your Drop down Menu and highlight the section in pink as well as notify the sales team immediately. Refer to Withdrawn section for further guidance.





B	B C D E F G H I J K This property was available on the market, during week 8 C U down the market, during week 8 C U down the market of the propert has now been withdrawn. Ensure to highlight all areas in pink, send email to the sales team as per process, Column J you must select YES and prepare the Withdrawn Letter Client Care Activity												8 O	P	S	
Listing Property Details						Re	Reval Owne					r Details				
			Auction					Withdrawn			Investment		6 Week			
Property Address	Listing Date	Type of Listing	Date	Listing Price	URL	4 Week	6 Week	Letter	lame	Address	Property	Phone	OTM Letter	8 Week		
22 Trent										22 Trent						
Street Mount						Available	Available	Yes	George	Street Mount	No		Yes	Withdra	wn	
Gravatt Qld 4122	08/10/2015	Private Treaty		\$589,000+	LINK URL				Hannas	Gravatt Qld 4122		33 574 693				

Sold	9 4
Property. On The Market Progressive Tracking	
Same applies Client Care Activity Select SOLD from Dro	p Down Menu
Click on URL, property is now SOLD	Tra
Withdrawn Investment 6 Wee URL 4 Winn 6 Week Letter Name Address Property Phone OTM	ek Letter 2 Week
Available Available No 22 Trent LINK URL Available No Street Mount No Hannas Gravatt Qld 4122 33 574 693	es Sold

Under	G	Н	1	J	K	L	М	N	0	Р
<u>Contract</u> Property		(On The I	Market F	Progress	ive Tracking	g Sel	ect Under Con	tract from Drop	Down Menu
Same applies at 10 or 12	C	lient Car Re	e Activity eval	Click on U	RL. Property no	w Under Contract	ataile			s
weeks.	URL	4 Wr	6 Week	Withdrawn Letter	Name	Address	Investment Property	Phone	6 Week OTM Letter	8 Week
	LINK URL	Available	Available	No	George Hannas	22 Trent Street Mount Gravatt Qld 4122	No	33 574 693	Yes	Under Contract

Unconditional	В	С	D	E	F	G	Н	1	J	К	L	М	N	0	р	Q
Property.							(lient Car	On The I	Market I	Progres	sive Trackin	During tracking	you identified	at 8 Weeks that	property is	Salos I
Same applies													nal. Select this	option from you	ur Drop	Jaies I
at 10 or 12	Property Address	Listing Date	ng Property L	Auction	Listing Price		4 Week	6 Week	Withdrawn Letter	Name	Owner D	etails Investment Property	Phone	6 Week OTM Letter	8 Week	Tracking A
weeks.	22 Trent Street Mount Gravatt Old 4122	08/10/2015	Private Treaty		\$500.000+		Available	Available	No	George	22 Trent Street Mount	No	22 574 692	Yes	Uncondition	al

2.6. Submit Weekly Report to the Sales Team

Immediately after your weekly tracking task has been completed you are required to send an email through to the Reval Sales Team. Your email must be sent to <u>engine@reval.com.au</u> as well as <u>salesmanager@reval.com.au</u>

Draft Email:

Good day Team





I have completed the On the Market Progressive Tracking report for this week, and have the following feedback for your immediate attention and action.

- ✓ The properties which has been withdrawn from the market has been highlighted in pink for your easy reference.
- ✓ The properties which have now been Sold, Under Contract or Unconditional has been highlighted in red for your easy reference.
- ✓ The properties which require further tracking by the Sales Team has been highlighted in Green
- ✓ Investment Properties have also been added and flagged as such

The updated document is currently available in Google Drive.

Your urgent action on these items is appreciated as this will assist us to ensure we meet our Corporate Strategy to GET MORE LISTINGS.

Thank you. I trust you will have a Day Beyond Compare[™].

Client Care Team

2.7. Cadet Responsibility

You are responsible to ensure that the On the Market and Withdrawn Letters are received and posted within the shortest possible time frame.

Make sure to capture your dates received as well as your dates posted into the correct sections on the Excel Report.

В	С	D	E	F		Complete dat	e posted							
	On The Market Mail Merging Sheet													
Client Care Activity Cade. Activity														
Name	Street Number and Name	Suburb	Postal Code	Date Prep	ared	Date Received	Date Posted							
Property Owner	22 Trent Street	Mount Gravatt, QLD	4122	20/10/201	5									
Property Owner			Complete date	received			-							
Property Owner														

3. Sales Consultant Tracking

Properties are generally listed between 60 - 90 days. During this period the property is still considered to be exclusively listed with another agency, however the Client Care Team has monitored these properties successfully for a period of no less than 6 weeks, which is approximately 42 days.

These properties is now nearing an expiry period and therefore it is imperative to start getting involved to create an awareness with the Owner that we at Reval will be successful with the sale of their property.

3.1. Withdrawn Property Tracking

These properties are properties which have already come off the market. One day the property is for sale and the very next day all advertising has ceased and the property is no longer for sale.





On the report named "On the Market Progressive Tracking" after receiving your email from Client Care to confirm that they have completed their tracking tasks you will open the report and identify any line items highlighted in pink. This will indicate to you these properties have now been withdrawn from the market. See below:

В	C		D	E	F	Property	withdrawn at	No	No OTM Letter needed as property						
						Cli	ont Care	Activity	ogi o pire	acking		Not investment P	roperty	$\left\{ - \right\}$	
		Li	sting Propert	Property wa	is on market at 4	weeks	Re	eval		Withdrawn Let	ter needed Owner Det	ails			
									Withdrawn			Investment		6 Week	
Property Add	ess Listing	Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 Week	Letter	Name	Address	Property	Phone	OTM Letter	1 8
22 Trent Street M Gravatt Qld 4122	ount 08/10/2	015	Private Treaty		\$589,000+	LINK URL	Available	Withdrawn		George Hannas	22 Trent Street Mount Gravatt Qld 4122	No	33 574 693	No	
						LINK URL									Т

3.1.1. <u>Withdrawn Letter</u>

A <u>Withdrawn Letter</u> is available which must be sent out to these Owners to notify them about the services which are available at Reval Estate Agency which will surely assist them with the sale of their property. Once the letter is done, ensure to mark the relevant column by selecting YES from the Drop down Menu.

κ.	В	С	D	E	F	G	Н	1	J		К	L	М	N	0	
							Withdray	vn Letter done, s	select Yes fro	om Di	rop Down Menu					
						On	menn	anter (i	08,000		- Huennig					
						Clie	ent Care	Activity								
		Li	isting Propert	ty Details			Re	val				Owner Deta	ails			т
									Withe	٧n			Investment		6 Week	
	Property Address	Listing Date	Type of Listing	Auction Date	Listing Price	URL	4 Week	6 Week	Letter	1	Name	Address	Property	Phone	OTM Letter	8
	22 Trent Street Mount Gravatt Qld 4122	08/10/2015	Private Treaty		\$589,000+	LINK URL	Available	Withdrawn	Yes	(George Hannas	22 Trent Street Mount Gravatt Qld 4122	No	33 574 693	No	
- 1						LINK LIRI										

3.1.2. Withdrawn 8-12 Week Tracking

Your Withdrawn Property has now reached the 8 week mark and you are now ready to proceed with a phone call to this Owner.

A tactical approach is required when dealing with Owners whose properties have been withdrawn from the market. You will merely phone them to enquire about their plan and not get into a finger pointing session directed at the previous agent or agency.

Example: "Hi Mr. & Mrs. Smith, Stephen here from Reval Estate Agency. I just saw you had your property on the market, it now looks like you've stopped the advertising. What were you guys looking to do there anyway, what was the initial plan?"

Take note that you are not enquiring about having the property listed, you are showing interest into what it was that they were looking at initially achieving and enquiring about what their initial plan was

By communicating in this manner and tone, you will find that the Owner will be open and welcoming towards you and more likely for you to get your foot back in the door.

Depending on the feedback received from this Owner the appropriate selection plan will be selected for this Owner. By including this Owner in the Tagging Process we will ensure that we provide this Owner with the required information to assist him or her to finally reach a point where a decision is made to list their property on the market once again, but only this time with Reval Estate Agents.





Your tracking activity for a Withdrawn Property should now look like this on the Excel Sheet.

0	Р	Q	R	S	Т
		Sales	Person A	ctivity	
		Tracking	Activity		
6 Week					
OTM Letter	8 Week	Phone	10 Week	Tagged	12 Week
No	Withdrawn	Yes	Withdrawn	Yes	Withdrawn

3.2. On the Market Property Tracking

These properties are currently listed on the market for sale by another agent and or another agency. On the Market prospecting is a very successful source of prospecting as most of the time a second agent or agency is successful very quickly in the sale of the property.

- On the Market Letter has been sent out to these Owners informing them about our services. This was done by the Client Care Team during the 6 Week period
- Phone calls will now be generated to establish from the Owner reasons as to why this property has not sold

3.2.1. On the Market 8-12 Week Tracking

A tactical approach is required in dealing with Owners whose properties are on the market.

You must not approach them by enquiring or insinuating that the other agent or agency has not sold their property, but rather: "Hi Mr. & Mrs. Smith. It is Stephen here from Reval Estate Agency, just a quick call today. I noticed you had your property on the market? How is it all going with that?"

One of two outcomes is possible with enquiring in this manner.

- One the Owner might be aggressive and blast away at you or two the Owner might be receptive to your call.
- Should the Owner seem receptive then it is your opportunity to step in by saying: "well what is the plan there anyway, once you get that property sold, where are you guys off to?"
- By chatting to the Owner about their plan rather than the other agent not being able to do the job, you build more of a rapport, and be more likely to get your foot into the door.
- This is also very effective to establish the E-MOTIVE if the Owner does elude to this during this conversation, something for you to keep on the back burner as this will be your driving force once the Owner is on board with Reval to sell their property.

Once you have completed this phone call make sure that you update your Excel Template to reflect the updated information.





Completed report will look like this for a property currently still listed on the market.

н	I.	J	K	L	M	N	0	Р	Q	R	S	Т				
0	n The M	larket Pr	ogressiv	ve Tracking												
ient Car	e Activity							Sales Person Activity								
2 Re	eval Owner Details						Tracking Activity									
		Withdrawn			Investment		6 Week									
4 Week	6 Week	Letter	Name	Address	Property	Phone	OTM Letter	8 Week	Phone	10 Week	Tagged	12 Week				
Available	Available		George Hannas	22 Trent Street Mount Gravatt Qld 4122	No	33 574 693	Yes	Available	Yes	Available	Yes	Available				

