

## Marketing Tour Guidelines

(12/9/13) Updated: 5/26/16

### **SEVRAR MARKETING TOUR GUIDELINES**

**Objective:** The objective of the marketing tour is to benefit SEVRAR REALTORS® by providing them with a venue to receive constructive feedback on homes they've listed.

These guidelines are expressly for, and limited to, the SEVRAR MLS Marketing Tours:

#### Sponsorships:

- Each tour is responsible for getting sponsorships and determining the price of sponsorship. (Price should not exceed expenses of the tour sponsored.)
- No more than 2 sponsorships from the same industry shall be provided on the same tour. Opportunities will be rotated on a quarterly basis, unless there is an open sponsorship available. Sponsors must request the quarter they want to sponsor by email showing a date and time stamp.
- Tours having multiple events each month; this rule applies separately for each tour event. In the interest of time, if an Affiliate wants the opportunity to sponsor and do a promotion or "commercial", he/she must call to inquire on the availability of time and schedule in advance. Each sponsor will be allowed a 2 - 4 minute promotional/commercial time slot as the schedule allows, with no more than 15 minutes total for all sponsors.
- Any non-sponsoring Affiliate Member will have the opportunity to introduce themselves and their company only with no "commercial time".
- Non-sponsoring Affiliate Members attending will follow the Code of Conduct for Affiliates and not wear their nametags. (Moderators will enforce the rule by politely explaining and reaffirming privately.)
- Sponsoring Affiliates choosing to attend a tour must fill out a feedback sheet.

#### Tour Participation:

- The number of homes per tour is at the discretion of the Moderator/Coordinator, taking into consideration the location of homes and drive time.
- Participants with a home on tour must go to all homes on their leg of the tour, or coordinate a replacement. "No Follow-Through" REALTOR® may be subject to as much as a 3-month sanction, when recommended by Tour Moderator with concurrence of SEVRAR Marketing Home Tour Committee Chair/Vice Chair.
- No shows will not be allowed back on a SEVRAR tour for 3 months. Coordinators will send the list of "No shows" to the Committee Staff Executive within 72 business hours. SEVRAR will send a letter to the individual advising them of the 3 month sanction, with a copy to their broker.
- Cancellations after the tour deadline are considered "no shows".

- If a participant has a seller that refuses to show a registered property, the REALTOR® must still attend the tour to provide feedback on homes and not be affected by the three month sanction referenced above. “No Follow-Through” REALTOR® may be subject to not more than 3-month sanction when recommended by Tour Moderator with concurrence of SEVRAR Marketing Home Tour Committee Chair/Vice Chair.
- Participants must notify the Coordinator of their listing. Listings will be taken on a first come, first serve basis until the tour limit (as established by the Moderator/Coordinator) is reached. If a tour is full, the listing will be placed on the next tour available for its area.
- Multiple homes may be put on tour by an individual, but not at the exclusion of a different REALTOR®’S listing. A separate representative (REALTOR®) must be present at each home.
- The moderator/coordinator may choose to allow REALTORS® on a tour to vote for “Best House on Tour” and be provided a sign rider for the listing. REALTORS® are not allowed to vote for their own home on tour.

#### **Set-up:**

- Tour Packets will include the MLS Buyer’s Page for each listing, not the Agent’s Page.
- Home Tour Sheets will be used as outlined by the Committee and include: List of homes, sponsor list, moderator/coordinator, feedback sheet, SEVRAR Calendar.
- Wants and Needs of REALTORS® may be discussed as time allows.
- A designated Sponsor Table will display marketing material, etc. and be placed in a “preferred” location. Only the sponsor will be able to display material.
- For tours using multiple passenger transportation, (Vans, Busses, etc.) only Agents with a home on tour and the sponsor of the transportation will be permitted to board unless otherwise permitted by the sponsor.
- The tour packets may be emailed to SEVRAR for copying for each participant at no charge. Email must be submitted to SEVRAR at least 48 hours prior to pick up day, with a pick up time of no earlier than 8:00am. Packets will be provided in black and white copies only, and double-sided at staff discretion.

#### **Marketing Tour Shared Moderator/Coordinator Responsibilities**

- Provides a place for REALTORS®/Affiliates to meet.
- Secures sponsors to offset cost of the Tours including meeting place.
- Reviews tour sheets to make sure they are still current for tour.
- Obtains speakers regarding timely issues to the industry.
- Collect and collates MLS tour requests, MLS printouts, comment sheets, organizes and maps properties and turns into a package for tour.
- Have a vote at end of tour for “Best Home on Tour”
- Attend scheduled SEVRAR Marketing Home Tour Committee meetings.
- Ensures SEVRAR Board approved Marketing Tour Guidelines area being followed.
- New Moderators and Coordinators must take mandatory Orientation prior to being appointed.

### **Marketing Tour Moderator**

- It is recommended that Tour Moderator positions are filled by REALTORS®.
- Chairs/Moderates the meeting, covers market issues, recognizes new agents/affiliates, and disseminates board information from Fast Facts, MLS Committee meetings, and ARMLS Meetings.
- Settles any issues resulting from shared responsibilities.

### **Marketing Tour Coordinator**

- It is recommended that Tour Coordinator positions are filled by Affiliates.
- Covers for the moderator in their absence.
- Filling role as a tour coordinator does not constitute a sponsorship.

### **Marketing Tour Moderator/Coordinator Guidelines**

- Coordinators may attend tour and wear a SEVRAR name badge, indicating them as the Coordinator and their name.
- To be a tour sponsor must pay price of sponsorship.
- Selection of Moderator/Coordinator shall be approved by the SEVRAR Marketing Home Tour Committee.
- To ensure individuals wanting to hold these positions have an opportunity to fill them; positions shall be rotated every two years on a first come basis. If no interest, terms of the incumbent can be extended on an annual basis.
- Incumbent's shall make themselves available for sufficient time to ensure a smooth transfer to the incoming Moderator/Coordinator. Time spent as a tour sponsor can be considered when selections are made.
- Position limited to one tour only. Exceptions can be made at discretion of Marketing Home Tour Chair.

### **Supplemental Marketing Tour Guidelines (Luxury)**

- Each luxury tour must follow the general established guidelines; in addition for luxury tours, the following guidelines shall apply:
- Each luxury tour must contain homes that are geographically located within the corresponding city: Gilbert, Chandler or Tempe. Any future cities added would follow the same criteria.
- To protect the integrity of the luxury tour, the minimum price point shall be \$750K. The price may be modified at the discretion of the Tour Moderator dependent upon marketing conditions should there not be enough supply of homes over the minimum price point.

### **Best Home on Tour Sign Riders:**

- Each tour shall award a "Best Home On Tour" sign rider as selected by the Realtors & Affiliates attending the tour.
- In additional each "Best Home On Tour" will also receive a "Certificate" to be used by the listing agent and their seller as they wish.

- The SEVRAR Board has directed Tour Moderators and/or Coordinators to track and recover sign riders awarded after 30-days. A “Best Home On Tour” certificate shall be used for this purpose.
- In the event the listing agent awarded the “Best Home On Tour” sign rider does not return it within the specified time; the listing agent will be ineligible to be awarded a “Best Home On Tour” sign rider for their future winning listings.