



Southeast Valley Marketing Home Tour Guidelines

(12-9-13) (Rev. 5-26-16) (Rev. 10-27-16) (Rev. 12-1-17)

Objective

The objective of the marketing tour is to benefit WeSERV REALTORS® by providing them with a venue to receive constructive feedback on the homes they listed. These guidelines are expressly for and limited to, the WeSERV Southeast Valley MLS Marketing Home 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 two (2) sponsorships from the same industry shall be provided on the same tour. Opportunities will rotate every quarter 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 with 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 must fill out a feedback sheet.
- Sponsors are required to participate in the entire tour. To take effect beginning January 2017.
- To be a tour sponsor, one must pay the price of sponsorship.

Tour Participation

- The number of homes per tour is at the discretion of the Moderator/Coordinator, taking into consideration the location of the 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® shall be subject to a 3-month sanction. All tours will report the “No Follow Through” REALTOR® to the Marketing Home Tour Committee Vice-Chairperson. The Vice-Chair will track and email the Marketing Tour Committee Member the updated Sanction List.
- No shows will not be allowed back on a Southeast Valley Home Tour for three (3) months. Vice-Chair will send the list of “no shows” to the Committee Staff Executive within 72 business hours.
- WeSERV Southeast Valley 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 3-month sanction referenced above.
- 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.
- All participants on tour will vote for "Best House on Tour" and be provided a sign rider for the listing. REALTORS® are allowed to vote for their own home on tour.

Tour Packets

- Tour Packets will include the MLS Buyer's Page for each listing and not the Agent's Page.
- Home Tour Sheets will be used as outlined by the Committee and include the list of homes, sponsor list, moderator/coordinator, feedback sheet, WeSERV 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 WeSERV Southeast Valley for copying for each participant at no charge. Email must be submitted to WeSERV Southeast Valley at least 48 hours before pick up day, with a pickup time of no earlier than 8:00 AM. 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 the cost of the Tours, including the meeting place.
- Reviews tour sheets to make sure they are still current for the 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 the tour.
- Have a vote at the end of the tour for "Best Home on Tour."
- Attend scheduled WeSERV Southeast Valley Marketing Home Tour Committee meetings.
- Ensures WeSERV board approved Marketing Tour Guidelines are followed.
- New Moderators and Coordinators must take the mandatory orientation before being appointed.
- Coordinators are to work together to create a fair process to rotate responsibilities

Marketing Tour Moderator

- It is recommended that REALTORS® fill tour Moderator positions.
- Chairs/Moderates the meeting, covers market issues, recognizes new agents/Affiliates, and disseminates board information from WeSERV e-newsletters, MLS Committee meetings, and ARMLS® Meetings.

- Settles any issues resulting from shared responsibilities.

Marketing Tour Coordinator

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

Marketing Tour Moderator/Coordinator Guidelines

- Coordinators will attend the tour and wear a WeSERV name badge, indicating them as the Coordinator and their name. Affiliates cannot wear company name badges or company apparel.
- The WeSERV Marketing Home Tour Committee shall approve the selection of Moderator/Coordinator.
- To ensure individuals who want 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, the terms of the incumbent can be extended on an annual basis.
- Incumbents 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.
- The position is limited to one tour only. Exceptions can be made at the discretion of the Marketing Home Tour Chairperson.
- Each tour will consist of a Moderator and two Coordinators.
- During any month of the fourth quarter, the Coordinator and Moderator positions will be voted on for the next calendar year. If there are any vacancies during the current calendar year, the Chair will temporarily appoint a replacement until the Committee meets.

Supplemental Marketing Tour Guidelines (Luxury)

Each luxury tour must follow the established general guidelines; also, for luxury tours, the following guidelines shall apply.

- Each luxury tour must contain homes that are located geographically within the corresponding cities of 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

- In addition, each “Best Home on Tour” will also receive a “Certificate” to be used by the listing agent and their seller as they wish.
- WeSERV Southeast Valley Chapter has directed Tour Moderators and 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.