How to Guide

Openn - The Listing Tool

The Goal of an Appraisal

1. Secure the Listing

2. Gather market intelligence

3. Show value & differentiate

Understanding Vendors

Vendors want to walkaway from an appraisal understand 3 key things:

1. Pricing, Timing & Fees
2. Marketing Strategy & Property Sale-ability
3. **Agent negotiation strategy to achieve the highest possible price**

The Challenge: Most agents focus heavily on objectives 1 and 2, but often fall short on objective 3 - particularly around having a clear, systematic negotiation strategy. This is exactly where positioning Openn as your point of difference becomes powerful, as it directly addresses the third objective with a quanitative process rather than vague promises.

Step 1: Identify how your competitors operate

Identify your point of difference by getting to the core of the negotiating strategy. For example, ask sellers:

Question: When you asked them about their negotiating strategy - specifically how they plan to get you the absolute best price - what's your process in a multi offer scenario?

Why this questions is powerful?

It forces agents to reveal their game plan. 95% of agents flop with generic answers—that's your opening to shine with Openn's data-driven power.

Response Type	Frequencey	Examples
Vague/fumbled Answer	60%	• "We have a good network of buyers" • "We'll negotiate hard for you"
Basic Urgency Play	35%	• "We'll ask all buyers for their best and final offer" • "We'll set a deadline to create urgency"

Step 2: Identify Negotiation Scenarios

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There are 4 common scenarios that agents face when negotiating the sale of a property

- **Single offer with limited other interest:** Market has very limited competition providing the agent limited leverage in negotiations
- **Single offer with other interested parties:** One eager buyer while other potential purchases are dragging their feet when making a decision
- **Multiple Offers - One Clear Front Runner:** One buyer offers significantly more (e.g. $50k+ ahead) however there is plenty of interest in the property
- **Multiple Buyers - Closely Matched Offers:** 2 or more buyers competing within $10-20k of each other

Step 3: Introduce Openn - Your Dialogue

"Here's what sets our approach apart. As an agent I can never guarantee that there will be multiple interested parties in a property, however in the likely event this does occur, Openn provides a variety of tools that have been designed to **Drive Competition, Create FOMO** and **Generate Urgency**. This functionality reguarly results in sale prices well in excess of vendor expectations"

"Looking at the 4 scenarios that may present themselves, let me walk you through how we can utilise Openn to get the best possible price."

Step 3 Continued: Introduce Openn - Your Dialogue

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Scenario 1 - Lone Wolf Offer, Low Buzz

Setup: Just one bid, with minimal other eyes on the property.

Openn Tools	Why it Works
Keep all transparency off	Stays private—lets you negotiate one-on-one like a classic deal.
No deadlines set	You don't need to make the buyer wait. Close their offer ASAP if it is acceptable.

Outcome: Full control to haggle without pressure. Openn's "quiet mode" avoids spooking the buyer, ensuring the agent maintains some leverage.

Scenario 2 - One Solid Offer, But Fence-Sitters Lurking

Setup: Eager buyer in play, while others hesitate on committing.

Openn Tools	Why it Works
Show buyers & observers count	Reveals the competition —jolts prospective buyers into action and can put pressure on the current offer to secure the property ASAP.
Set fixed deadline	Creates a sense of urgency to submit an offer. It also means prospective buyers don't "miss out" as they are uninformed about the sale date

Outcome: Converts observers to buyers through generating urgency. This drives competition, often leading to scenario 3 or 4.

Step 3 Continued: Introduce Openn - Your Dialogue

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Scenario 3 - Multiple Offers, One Clear Leader

Setup: One buyer way ahead ($50k+), but strong interest overall.

Openn Tools	Why it Works
Show buyers and observers count	Provides validity that multiple offers are on the table. Sparks FOMO to push the leader higher
Set fixed deadline	Creates urgency for buyers to get their best offers in

Outcome: Request best-and-finals from all. Offer transparency proves real offers exist, potentially driving increases on the top offer without scaring anyone off.

Scenario 4 - Multiple Buyers, Tight Race

Setup: 2+ offers neck-and-neck ($10-30k apart).

Openn Tools	Why it Works
Show buyers & observers early	Builds buzz—reveals the crowd without tipping prices.
Activate offer ranking post-submissions	Creates competition for buyers to increase their offers
Turn on price transparency (last 12-24 hrs)	Buyers see they're not overpaying—fuels rivalry.
Set final-stage timer	Creates urgency; gets true best offers (not 10% shaved).

Outcome: Opens the door for blowout bids. Competition then spikes prices as buyers justify increases and race to win. Often pushes the final sale price well above 10%+ above asking

Step 4: Round out your Point of Difference

- *“Whatever the market throws at us, we have the tools and strategies to secure the strongest possible price and prevent underselling your home.”*

- Through utilising an agile approach, Openn ensures agents have all the tools to generate the highest possible sale price, regardless of the scenario that presents itself:
  - **1 on 1 negotiation**
  - **Competition**
  - **FOMO**
  - **Urgency**

- Show, don’t tell

Step 5: Show, Don’t Tell

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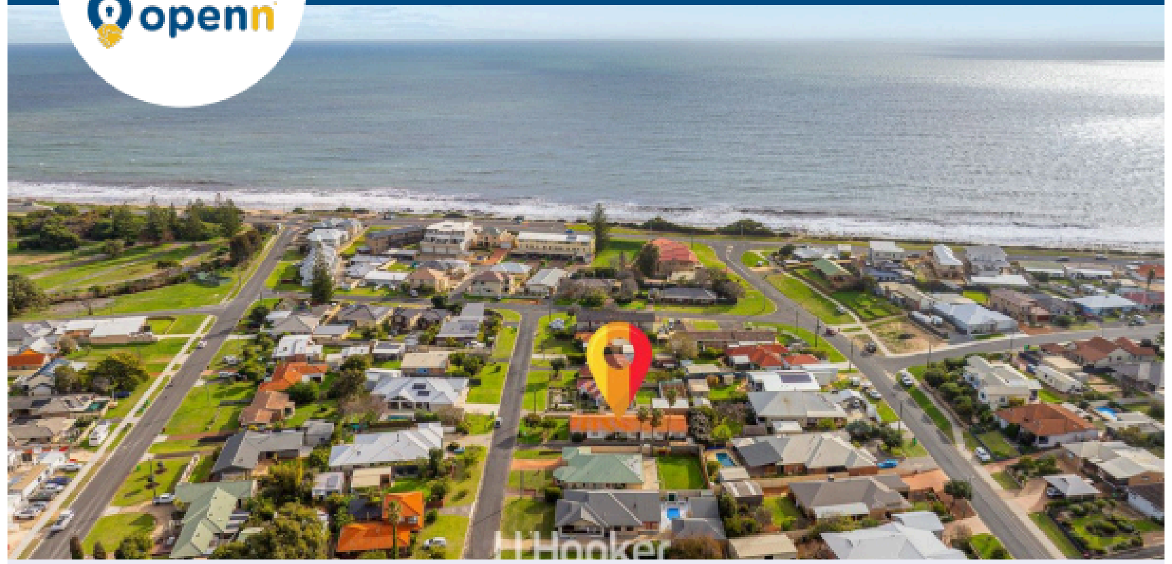
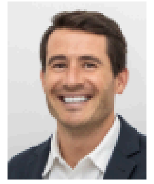
SOLD VIA openn



Sale price	$1,075,555
Qualified buyers	4
Offers	113
Days on market	14
Final offer stage date	27-08-2025 01:00 PM
Final offer stage duration	00:24:22
Observers	1

Your Certified Openn Agent is



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LJ Hooker

OPENN OFFER TIMELINE

Sold for $1,075,555

Aug 27 01:23 pm	2904	**$1,075,555**	Aug 27 01:21 pm	3479	$1,071,750
Aug 27 01:23 pm	3479	$1,075,250	Aug 27 01:21 pm	2904	$1,071,751
Aug 27 01:23 pm	2904	$1,075,055	Aug 27 01:20 pm	3479	$1,071,250
Aug 27 01:23 pm	3479	$1,074,750	Aug 27 01:18 pm	2904	$1,071,251
Aug 27 01:22 pm	2904	$1,074,555	Aug 27 01:18 pm	3479	$1,070,750
Aug 27 01:22 pm	3479	$1,074,250	Aug 27 01:18 pm	2904	$1,070,251
Aug 27 01:22 pm	2904	$1,074,055	Aug 27 01:18 pm	3479	$1,069,750
Aug 27 01:22 pm	3479	$1,073,750	Aug 27 01:18 pm	2904	$1,069,251
Aug 27 01:22 pm	2904	$1,073,555	Aug 27 01:18 pm	3479	$1,068,750
Aug 27 01:22 pm	3479	$1,073,250	Aug 27 01:18 pm	2904	$1,068,251
Aug 27 01:22 pm	2904	$1,073,055	Aug 27 01:18 pm	3479	$1,067,750
Aug 27 01:21 pm	3479	$1,072,750	Aug 27 01:18 pm	2904	$1,067,251
Aug 27 01:21 pm	2904	$1,072,555	Aug 27 01:18 pm	3479	$1,066,750
Aug 27 01:21 pm	3479	$1,072,250	Aug 27 01:18 pm	2904	$1,066,251

Timezone: Australia/Pert

Q&A

Q: What exactly is Openn and how is it different from a traditional sales process?
Agent Response: "Openn is a flexible digital platform that adapts to market response. Unlike standard sales process, Openn provides more flexibility around buyer transparency which we can leverage to generate competition and drive up the sales price.

Q: Does using Openn mean my property will definitely sell for more?
Agent Response: "I can't guarantee a specific price, but Openn creates systematic competition between verified buyers rather than relying on luck. When multiple buyers compete through the transparent process, prices regularly exceed expectations by 10%+. We adapt our strategy in real-time based on actual market response."

Q: What if there's only one buyer interested in my property?
Agent Response: "Perfect - we keep everything private and negotiate one-on-one without pressure. You maintain full control and can accept their offer immediately. If more interest develops later, we can activate competitive tools to drive the price higher. It works in every scenario."

Q: Won't showing buyer numbers and offers scare people away?
Agent Response: "Actually, the opposite happens. When buyers see genuine interest, it validates the property and creates urgency to act. We reveal information strategically - starting with buyer counts, then offer rankings only after submissions. Transparency builds confidence because buyers see they're not overpaying."

Q: How do you prevent buyers from just submitting offers at the last minute?
Agent Response: "Openn prevents last-minute sniping with dynamic deadlines that extend when genuine competition occurs. Buyers can't game the system by waiting until final seconds. They're encouraged to submit genuine offers throughout the process, creating authentic price discovery."

Q: How do I know buyers are making genuine offers, not just testing the market?
Agent Response: "All buyers must be pre-qualified by the agent before being approved and participating.

Q: What happens if we don't get the price we want?
Agent Response: "You're never obligated to accept offers that don't meet expectations. The difference is we'll have concrete data showing exactly what the market was willing to pay, rather than guessing. This gives valuable information for adjusting our approach or price expectations."