openn™

OPENN OFFERS · AFTER YOUR ONBOARDING

YOU'RE SET UP. HERE'S WHAT TO DO NEXT.

We've set up your account, settings and offer form with you. This guide covers what comes next, so you don't have to remember it all from the call.

4

Things to set up once

About 15 minutes

6

Things for every listing

About 10 minutes

3

Things as offers come in

As they happen

Start with the checklist on the next page. That's all you need to get going. The rest of this guide is there when you want more detail.

YOUR CHECKLIST

TICK THESE OFF AND YOU'RE UP AND RUNNING

1 SET UP ONCE

- [ ] Download the Openn app and allow notifications p3
- [ ] Set your home open SMS to send automatically from your CRM p3
- [ ] Add your QR code to your brochure and keep your QR sign in the car p3
- [ ] Send us your blank contract templates so we can prepare your contracts p4

2 EVERY LISTING

- [ ] Present Openn to your seller (or launch the Pitch AI proposal) p7
- [ ] Push the listing from your CRM p3
- [ ] Paste the Openn copy and property link at the top of your ad p3
- [ ] In Openn: upload documents and make them public p4
- [ ] In Openn: add your seller, plus legal details if you're auto-contracting p4
- [ ] Choose a deadline now, or add one later p4

Online auction? Change the sales method first: Edit > Change sales method.

3 AS OFFERS COME IN

- [ ] Review, call and progress as many offers as you can p5
- [ ] Turn on buyer and observer visibility once you have some p5
- [ ] Not sure what to do next? Call us p8

SET UP ONCE · EVERY LISTING

PRESENT IT, THEN GET READY

Most of step 2 you only set up once. After that it works on every listing.

1

PRESENT OPENN TO YOUR SELLER

Go through the seller guide on page 7, or launch the preset Openn proposal in **Pitch AI**. It's already built and included in your plan.

2

PUSH YOUR LISTING FROM YOUR CRM

Push it through as normal. It usually shows up in Openn within about 5 minutes. Not there? Let us know.

3

AUTOMATE YOUR HOME OPEN SMS

Set this up once in your CRM or check-in app (Rex, Home Pass or similar) so it goes to every attendee automatically. Remove any other links so buyers have one place to go.

SMS TEMPLATE

Thanks for your interest in property address. To stay updated or submit an offer, visit your agent link and click "Observe" or "Make an Offer". If you have any questions in the meantime, feel free to reach out. Thanks, your name

4

ADD YOUR QR CODE

Add it to your brochure, and print the QR code sign we send you for home opens. It links to your agent link, so the same sign works for every listing.

5

ADD COPY TO THE TOP OF YOUR LISTING

Paste this at the top of your portal description.

COPY AND PASTE

Interested in this property? Register to follow the campaign, receive live updates, or submit your offer online. your property link
Private treaty sale. All offers are submitted via Openn. The seller may accept an offer at any time.

Tip: we recommend using the specific property link. You'll find a shortened one under the **Share** button once the listing is launched.

EVERY LISTING · IN OPENN

SET IT UP IN OPENN

Go to **Dashboard**, open the property and click **Edit**. It takes about 5 minutes.

Selling by online auction (Openn Negotiation)? Do this first, as soon as the listing lands in Openn: **Edit > Change sales method**. Then follow the Online Auction guide.

1

UPLOAD DOCUMENTS

Drag in your documents, then select the ones buyers should see and change them to **Public**. Uploading on its own doesn't make them visible.

2

ADD YOUR SELLER

Add their details. Invite them to follow the campaign if you'd like to. That part is up to you.

3

ADD LEGAL AND TITLE DETAILS

Only needed if you're using automatic contracts. It fills in your contract for you.

Send us your blank contract templates when you get a chance. We'll set up your contracts for you, then show you how easy they are to use.

4

CHECK THE OFFER FORM

Your offer form is already set up. Only change it if something is specific to this property, like "sold as is". You rarely need to.

5

CHOOSE A DEADLINE, OR NOT

On the **Campaign** tab, add a deadline now or leave it and add one later.

On Vault with the two-way connection? Your documents and home open attendees come across automatically. You still need to make documents public and check the seller and legal details.

AS OFFERS COME IN

BUILD MOMENTUM

Openn replaces the handwritten offer form. Run your campaign the way you already do.

INCOMPLETE

A buyer has started an offer. If they stop for 30 minutes, Openn follows them up for you. Give them time before you call.

→

PENDING

The offer is complete and waiting for you. Review it, give them a call, and sound them out.

→

PROGRESSED

Click **Progress**. They become a registered buyer and your buyer count goes up.

YOUR SELLER ONLY SEES PROGRESSED OFFERS

Incomplete and pending offers stay with you, so you can make sure each one is legitimate first. Even then, your seller only sees the price, whether it's conditional, and a paddle number.

1

PROGRESS AS MANY OFFERS AS YOU CAN

Every progressed buyer adds to your buyer count, and observers are told when a new buyer joins. The more buyers on the board, the more momentum you build.

2

SWITCH ON BUYER AND OBSERVER VISIBILITY

As soon as you have observers or buyers, open the property, click **Edit** and go to the **Campaign** tab. Under visibility, tick **both** buyers and observers, and choose **Public and integrations**. People then see the numbers before they log in, which all helps with validation and momentum.

3

USE THE NUMBERS WHEN YOU CALL

"You can see on the system there are now two offers in." It backs up what you're telling buyers. Got several close offers? Call us and we'll talk through your next move.

GUIDE · TALKING TO BUYERS

HOW TO INTRODUCE OPENN TO BUYERS

At home opens or when responding to enquiries. It's about giving buyers the information they need to make good decisions, with urgency, confidence and clarity around how they engage.

BUYER INTRODUCTION

> *"We use a platform called Openn to manage offers. I'll send you a link or you can scan the QR code which will take you straight to the property where you can submit your offer."*

ENCOURAGING ACTION AND URGENCY

> *"We always recommend putting your best offer forward as soon as possible. In this market things can move quickly, and there are situations where a seller may accept an offer the same day it's received."*

EXPLAINING THE BENEFITS

> *"Submitting through Openn ensures your offer is presented to the seller in a clear and consistent format. It also guides you through the key terms the seller is looking for, making it much easier to move through to a contract if your offer is accepted. Of course, if you want to structure your offer differently, we can talk that through as well."*

POSITIONING TRANSPARENCY

When relevant.

> *"In some situations, if there are multiple offers, the seller may instruct us to provide more visibility so you can see where your offer sits. That gives you the opportunity to make an informed decision about whether you'd like to improve your position."*

OBSERVER OPTION

> *"If you're not quite ready to make an offer, you can also join as an observer. That allows you to follow the campaign and stay informed about how things are progressing while you consider your next move."*

CLOSE

> *"That said, we always encourage buyers to put their best foot forward early so they don't miss the opportunity."*

KEY PRINCIPLE Keep it simple, create urgency, and reinforce that Openn gives them confidence their offer is being handled properly and competitively. Say "deadline" and "offer", never "auction" or "bid".

HOW TO INTRODUCE OPENN TO SELLERS

Match the level of detail to the conversation and use it to reinforce why you're the right agent for them. Think of it in three tiers, depending on what matters most to the seller.

USE THE PRESET PROPOSAL

An Openn presentation is already built into **Pitch AI** and included in your plan. Launch it at your appraisal and use the lines below alongside it.

1

SIMPLE AND OUTCOME-FOCUSED

Use this as your default starting point.

> *"We use a platform called Openn to ensure every offer is captured in a professional and consistent way, so nothing slips through the cracks. It also helps create a competitive environment for buyers, giving them every opportunity to put their best foot forward, which often leads to stronger offers and a better result."*

2

TRUST, RISK AND TRANSPARENCY

Use this when the seller shows concern around trust, or when you want to surface it.

> *"One of the biggest risks when selling is not being fully involved in the process around your most valuable asset. There are plenty of stories where offers aren't presented properly, or decisions are influenced in ways that don't fully align with the seller's best outcome.*

> *With Openn, you have full visibility. You can see how your campaign is progressing in real time, understand where buyers are sitting, and have confidence that every offer is being handled transparently. It keeps everyone accountable and ensures you're always in control of the process."*

3

PROOF AND POINT OF DIFFERENCE

Use this when you need to clearly differentiate and win the listing. Show, don't tell: open the sales timeline on one of your campaigns. Every campaign has one.

> *"We've used this process to deliver some outstanding results. Let me show you an example. This campaign shows how we created strong buyer competition and used transparency at the right moments to drive the price higher. You can see the full timeline of how offers progressed and how we achieved the final outcome."*

KEY PRINCIPLE

Start simple, then layer in more detail only where it helps. The goal is to address the seller's concerns, build confidence in your process, and show why you're the best choice.

KEEP THESE HANDY

YOUR OPENN RESOURCES

Your QR code sign

We send you a sign customised with your QR code. It links to your agent link, so reuse it at every home open.

Seller flyer (A4)

Leave it with your seller at the listing presentation. How Openn works, plus the questions sellers ask most.

Download the seller flyer (PDF)

Online auction seller flyer (A4)

The same, for sellers going to an online auction (Openn Negotiation).

Download the online auction flyer (PDF)

Online Auction guide

Three routes to sold by online auction, with dialogue and messages for each.

Download the Online Auction guide (PDF)

Openn Offers explainer video

Share with buyers and sellers.

youtu.be/G5mJ4IYX_CA

THREE THINGS TO REMEMBER

1. **Believe in what you're doing.** You're giving buyers and sellers a clearer, better-informed way to make one of the biggest decisions of their lives, while getting your sellers the best price. When you believe that, they will too.
2. **We answer, and we help.** Call, text or email Sean directly on 0437 902 192 or sean@openn.com, or call support on 1800 667 366. No question is too small.
3. **Have fun.** The first campaign is the hardest. After that it's just how you work.