



Southeast Valley Marketing Home Tour Guidelines

(Rev 1/30/2024)

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 and increase marketing visibility through social media. 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 not to exceed expenses of the tour sponsored.)
- No more than two (2) sponsorships from the same industry shall be provided on the same tour. Sponsors must request to sponsor by email so there's a date stamp.
- 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. No "commercial time", name tag, company branding, or fliers allowed without sponsorship.
- Sponsoring Affiliates must fill out a feedback sheet.
- Sponsors are required to participate in the entire tour.

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® may be subject to a 3-month sanction at home tour teams discretion. If, after 1 warning, this is repeated, home tour team 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 Members the updated Sanction List.
- If a listing cannot be shown after the confirmation email/phone call has been sent, the REALTOR® is encouraged to still attend the tour and to provide feedback on homes.
- Participants must notify the Home Tour Team 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 wait list.

- 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”. Winner will be provided a WeSERV “Best Home on Tour” sign rider for the listing. REALTORS® are allowed to vote for their own home on tour.
- For tours using multiple passenger transportation (vans, busses, etc.), Agents not showcasing a property may be permitted to board at the discretion of the Home Tour Team. Non-sponsoring affiliates require expressed advanced permission from the Home Tour Team.

Tour Packets

- Tour Packets will include the MLS Buyer’s Page for each listing, Feedback Forms, and Contact Info for Home Tour Team.

Marketing Tour Shared Moderator/Coordinator Responsibilities

- Arranges a location for REALTORS®/Affiliates to meet.
- Monitors responds to requests sent to the tour gmail.
- 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.
- 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.”
- Although all are encouraged to attend, a minimum of 1 team member must attend scheduled WeSERV Southeast Valley Marketing Home Tour Committee meetings. If the home tour team is not represented at 3 meetings throughout the year, a new home tour team will be voted in.
- New home tour team members must attend at least one quarterly training session.
- Ensures WeSERV board approved Marketing Tour Guidelines are followed.
- Home Tour Teams are to work together to manage tour responsibilities

Marketing Tour Moderator

- It is recommended that REALTORS® fill tour Moderator positions.
- Moderates the Home Tour per WeSERV’s guidelines.
- 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 is recognized as a sponsorship but not to exclude sponsors of same industry. Affiliate sponsors should be allowed to rotate in periodically. Non-WeServ members may also be rotated in if no members are available and at the discretion of the home tour team.

Marketing Tour Moderator/Coordinator Guidelines

- The WeSERV Marketing Home Tour Committee shall approve the selection of Moderator/Coordinators. 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 the last 6 months of their term, 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.

- To protect the integrity of the luxury tour, the minimum price point shall be \$900K. 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

- Best Home On Tour sign riders to be used by the listing agent and their sellers as they wish for 30 days.