

## DOORS™

### How is the DOORS presentation different?

Let's review the tremendous competitive benefit of using the DOORS portfolio presentation:

**1. Art portfolio case with vinyl sleeves and customized inserts**

**2. Consistency of look**

**3. Ability to customize and personalize the presentation:**

- Pictures of subject property
- Interactive Internet Brochure
- Open House picture ad
- Newspaper column ad sample
- Feature sheet
- Mortgage sheet with monthly payment information
- Personalized "Just Listed" postcards
- Personalized Open House postcards
- **CONFIDENTIAL**
- Personalized marketing plan and proposal
- Leave-behind marketing booklet

Traditional real estate presentations are generic. The same presentation is given for Mr. Brown as for Mr. and Mrs. Green. **The Weichert® DOORS™ presentation is customized and personalized.** The seller is amazed to see pictures of their home, their newspaper ad, their Internet page, their brochure, their highlight sheet, their postcards, and their mortgage information.

**That's why it's so important to have a new DOORS presentation made up for each listing presentation. Pictures of Mr. Brown's home will not WOW Mr. & Mrs. Green!**

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4.

**CONFIDENTIAL**

5. **The entire DOORS presentation and dialogue is an assumptive close.**

This means that you assume you have already listed the house and are working for the seller by bringing completed ads, brochures, postcards, internet page layouts, etc.