



DEFINITION AND EXPLANATION OF TERMS

MARKETING SESSION (Pitch)

Many of the areas have a marketing session prior to a car caravan or tour (open house). Some are mandatory if you have a property to be shown. These are networking opportunities, often with refreshments, and an opportunity to promote your listings to other agents.

This is an opportunity afforded at some marketing sessions to:

- Give information about your listing to be viewed that day,
- Give information about other listings you have, including price reductions, new or back on market, haves/wants, etc.
- Give brief information about yourself and/or your company if you are one of the day's event sponsors.
- Hear announcements regarding NSDCAR events or news.
- Please note that it is against NSDCAR policy for real estate companies to use this as an opportunity to solicit agents from other companies.

CARAVAN (Car Caravan)

In some areas, the agents will get in their cars and travel together from one property to the next. There is often a local rule that you must remain with the caravan and attend all the properties if you have one to be shown that day.

TOUR (Open House)

Properties to be viewed that day and on the Tour List are "open" that day for agents to view at will during the specified time, attending those of interest and by-passing those that are not.