

TRANSFORM 2021: OPENN MORE DOORS

Enjoyed Transform's auction night? Well, here's your opportunity to learn more about Openn Negotiation and earn some leaderboard points! We've got two options - one for Openn newbies and another for agents already Openn Negotiation Certified. Good luck!



OPTION 1 – LEARN OPENN NEGOTIATION FOR FREE

For any Transform participant who is not already certified, you can add Openn Negotiation to your toolkit for **FREE**. This offer includes:

Self-paced online training certification – valued at **\$149**



Free Openn Negotiation listing* – valued at **\$550** (Australian agents) or **\$517.50** (New Zealand agents)

**TOTAL
VALUE
~\$699**

The online training takes less than 2 hours to complete and you will be allocated 500 leaderboard points for completing it.

Note: you can participate in our photo competition as well – however, you will only get points if your photo makes into the top 10 best photos. You won't get the participation points (they are the same as your training certification points).

* Property must be uploaded within 6 weeks of training

OPTION 2 – PHOTO COMPETITION

This is for Transform agents who have previously completed Openn Negotiation training. You can instead earn points through participating in our photo competition.

The brief:

Take a photo that creatively showcases Openn as a portable method of sale that allows buyers to bid from anywhere and agents to manage the sale remotely.

Instructions:

- 1 Choose the type of device you're going to have in the photo – phone, laptop, iPad etc
- 2 Using that device, open the Openn Negotiation app, or go to www.openn.com.au, and login.
- 3 Click 'Search' to display current properties for sale. Scroll until you find a property you want to be the 'background screen' for your photo.
- 4 Take a photo in a location of your choice, ensuring the device with an Openn screen is visible/in the shot.
- 5 Post photo to the Facebook Group with #OpennSale AND email the photo to transform@eliteagent.com

Points up for grabs:

- Participating = 500 points
- Bonus points for top 10 photos:

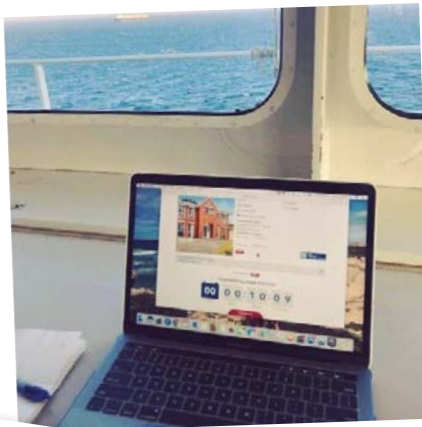
1 =	}	1000 points
2 =		
3 =		
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5 =	}	500 points
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7 =		
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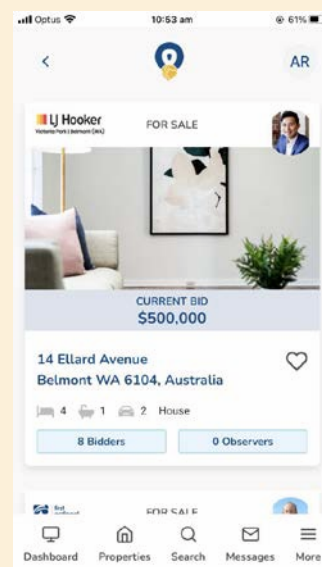
Top 10 photos will be scored and selected based on the following:

- is the device and Openn screen clearly visible/large enough in the shot? (45% weighting)
- is the location interesting or funny? (35% weighting)
- is there a person/people in the shot? (10% weighting)
- is the shot well lit/high res? (10% weighting)

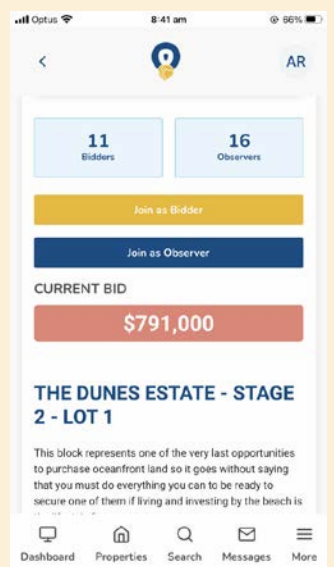
Some inspiration:



Example of screens:



Main mobile view displayed when clicking on 'Search' for properties.



Mobile screen displayed after clicking on an individual property listing and scrolling down

Unless instructed otherwise, Openn would love to use these photos in future marketing campaigns. If you do not want your photo used, please email support@openn.com.au