



*Tuesday morning Breakfast --Real Estate caffeine in 2017.*

**Santa Rosa Chapter - 2017 Breakfast Marketing Meetings-**

**\$7.00 Admission OR Buy a 13 WEEK ADMISSION CARD**

**Catered by Sally Tomatoes—Always Interesting!**

**Santa Rosa Veteran’s Hall, 1351 Maple Avenue--Doors open at 8:00 and Meeting: 8:30 - 9:30 a.m.**

2017 Tuesdays NM = No Meeting Day						
January	Feb	March	April	May	June	
3 (NM)	7	7	4	2	6	
10	14	14	11	9	13	
17	21	21	18	16	20	
24	28	28	25	23	27	
31	30(NM)					
July	August	September	October	November	December	
4(NM)	1	5(NM)	3	7	5	
11	8	12	10	14	12	
18	15	19	17	21	Xmas Party-19-Flamingo Hotel	
25	22	26	24	28(NM)	26(NM)	
	29		31		Jan 2, 2018 (NM)	

**ALL BROKER’S OPENS MUST BE INPUT INTO MLS BEFORE 12:00 NOON MONDAY**

- **Broker’s Open House Hours are 9:30am to 3:30pm.** Please note that you do NOT need to host the Open House, but please allow agents access to the property until 3:30 pm. **MORE TIME OPEN—MORE Agents!**
- **Areas Toured: Santa Rosa are:** MLS codes: B0100, B0200, B0300, and B0400
- **Oakmont B1600 & Sonoma B1300** but ONLY from Pythian to Cavedale to Glen Ellen to Sonoma Mtn.) If you have a “Sonoma” listing fitting into this area put it on tour

**COMMENTS SECTION: PLEASE USE THIS- Blank comments section does NOT promote your Listing!**

1. Is Property **VACANT? Let us KNOW.**
2. Are you serving food, having a raffle drawing, special showing instructions – tenants on property?
3. Describe to agents the features of this property. Example: Views, Infinity pool, out buildings, 4 car garage, clear pest report, 2<sup>nd</sup> unit, etc. Cut out the adjectives please and get to the point.
4. Add Gate Codes and Sellers phone numbers to call for property access.

**VERBAL PITCH:** Listing Agents are encouraged to be at the breakfast meeting to promote/pitch the property that is on tour. Keep your pitches **SHORT** and give us the “**SIZZLE**”.

Please put out your **Open House signs.** This is especially helpful for condos, PUD’s or hard to find properties

- The property may be re-toured only if there has been a significant change - 10% Price Reduction or Escrow fell out, etc. The agent must be at the meeting to pitch the property and the significant change.
- Cell Phone’s ringing will be met with much scorn and derision!! Please turn them off!
- Flyer Distribution on Display tables at the entry door only.
- Please pick-up and throw into the trash your plates, napkins and coffee cups!

**RED ARROW & SIGN VIOLATION HOTLINE is 707-387-3377**

**TO REPORT VIOLATORS, CONCERNS OR QUESTIONS**

**SIGN ORDINANCE SUMMARY AT: <http://www.srchapter.com>**