

So HOT™ its rated R! (for REALTOR®)

This third in a series of primers will help you to maximize your HomesOpenToday.com experience.



[Click here to link to the HOT™ Headquarters](#) where you have access to these and other useful HOT™ related resources and information.

Click [here to go to HOT™ - HomesOpenToday.com](#).

The REALTOR® advantage

Please consider reading HOT™ primers 1 & 2 prior to reading this primer.

What is the REALTOR® advantage? It is the collective experience and wisdom of 1.2 million professional REALTORS®, and the history of their commitment to the American dream. The business model that allows for cooperation in effecting the transaction, which REALTORS® have developed, has enabled countless Americans to experience this dream. And behind that business model is the real REALTOR® advantage - cooperation. **Cooperation is what makes the REALTOR® industry great - and allows for great tools like HOT™.**

Let the consumer know about the REALTOR® advantage! Let them know that HOT™ was built by REALTORS® for REALTORS® so that they would have one more way to professionally showcase properties. Let them know that only a CCAR REALTOR® can currently market their property through HOT™!

In short, make HOT™ a central part of your listing presentation package. Some practitioners are already doing this:

"I think that any agent who is not taking advantage of every free opportunity to publish their listing in this market is doing themselves and their clients a disservice. I even incorporate HOT™ in my listing presentation package" says Cary Amo of Prudential Realty, a CCAR MLS Business and Technology Committee member and contributor to the HOT™ application.

Make HOT™ a part of your listing presentation package - show your clients just how zealously you will market their property with every tool and resource available, including HOT™. We have created materials just so that you can market your services to the prospective seller. [You can download and print these materials at ccartoday.com.](#)