



## RESOURCE 05

## Broker Preview Run-of-Show

A structured preview plan that helps agents understand, remember, and share the opportunity.

A broker preview should produce more than foot traffic. It should give agents a repeatable story, answer buyer questions early, and generate feedback that can improve the launch.

### Recommended 60-minute format

| Time       | Segment                   | Purpose                                                                                                   |
|------------|---------------------------|-----------------------------------------------------------------------------------------------------------|
| 0-10 min   | Welcome and context       | Explain the builder, project type, price position, completion status, and intended buyer.                 |
| 10-20 min  | Guided tour               | Walk the home or site and highlight construction, design, layout, finish, and livability details.         |
| 20-30 min  | Location and cost context | Discuss taxes, HOA or district context, commute, schools, amenities, and buyer questions likely to arise. |
| 30-40 min  | Buyer fit and objections  | Define the strongest buyer profile and discuss the concerns that should be handled upfront.               |
| 40-50 min  | Agent feedback            | Ask agents what they would need to confidently introduce this opportunity to a client.                    |
| 50-60 min  | Next steps                | Provide the digital packet, showing path, contact information, and follow-up timing.                      |
| Throughout | Guided Tour               | Interactive kiosks are placed strategically throughout the property.                                      |

## Materials to provide

- Feature sheet or project brief.
- Lot and location summary.
- Pricing and incentive summary if applicable.
- Builder story or quality-difference summary.
- QR code to builder resources and inquiry page.
- Clear showing instructions and follow-up contact path.

## Promotion opportunity

The preview can also generate approved content for The Trochilidae Group website, Trochilidae social channels, email outreach, and other relevant promotional channels. Any builder, MLS, and brokerage approvals should be completed before public use.

## Verification resources

Use official or primary sources when a claim affects price, risk, cost of ownership, financing, or buyer expectations.

- **NAHB builder challenge data:** <https://www.nahb.org/blog/2026/02/builders-top-concerns-2026> - builder concerns around rates, buyer hesitation, lots, and media conditions
- **NAR buyer research:** <https://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers> - buyer affordability and market conditions

**Next step:** For a builder listing consultation or to submit a home, lot, or project, scan the QR code or visit <https://www.thetrochilidae.com/builder-partnerships>.