

### Sales Opening Event Structure

\*generally, one event per Sunday

1. Family and Friends
  - a. Number of guests varies based on location
  - b. Anywhere from 30-75 people
  - c. 60% - 80% attendance
  - d. Approx. 30 cars (assuming 75 people with 80% attendance) throughout the day plus 5 cars for staff (1 time in, 1 time out)
2. VIP Broker's Event
  - a. Select Cooperating Brokerages
  - b. Anywhere from 4-8 Brokers and their Agents
  - c. Booked in groups of 10-20 appointments per hour
  - d. 50%-80% attendance
  - e. Approximately 8 cars/hour (assuming 20 appointments/hour with 80% attendance) plus 5 cars for staff (1 time in, 1 time out)
3. Broker's Event
  - a. All Local Brokerages
  - b. Booked in groups of 10-20 appointments per hour
  - c. 40%-60% attendance
  - d. Approx. 6 cars/hour (assuming 20 appointments/hour with 80% attendance) plus 5 cars for staff (1 time in, 1 time out)
4. VIP Public Event
  - a. For community registrants
  - b. Invitations sent in groups of 250 from registration list
  - c. Generally, this will continue as such for subsequent weekdays
  - d. 25%-40% attendance
  - e. Approx. 100 cars throughout the day (assume 40% to arrive in the first 3 hours results in highest traffic rate of 13 cars/hour plus staff)
5. Grand Opening for Public
  - a. ECast resent to current registrants
  - b. Includes any new registrations from prior to Family and Friends Event and advertising
  - c. Generally, visitors will come throughout opening day
  - d. Approx 50 cars with 40% in the first 3 hours results in 7 cars/hour plus staff.

### Typical Sales Centre Hours

Monday – Thursday	1pm-8pm
Friday	1pm-6pm
Saturday	Closed
Sunday	11am-6pm