



OPEN
HOUSE

OPEN
HOUSE

OPEN
HOUSES

ACCELERATE
RE



Open houses are a great source for both buyer AND seller leads. While many agents limit open houses to their own personal listings, there's plenty of opportunity to host other agents' listings. (Many listing agents would love to advertise an open house to their sellers, but don't want to personally host it.)

The best part—if you're not hosting your own listing—you can pick and choose what price range you want to work in, and the location you'd like to focus on...all while positioning yourself as the local area expert!

RECOMMENDED CRITERIA:

- 1) A listing within your brokerage is preferred, but a listing with an outside brokerage is acceptable, with your broker's permission.**
- 2) A home listed 30% lower, or (up to) 50% higher than the average sales price in the area. For example, if the average sales price of a home in the area you want to target is \$500k, you'll want to select a home listed between \$350k-\$750k.**
- 3) There is no open house scheduled for the property the week you want to host your event.**
- 4) Ideally, the property is vacant. This is not required, but it makes it easier to coordinate the open house.**

To find these opportunities, simply search your MLS for "Active" listings that meet the recommended criteria, and in the area you want to target. Reach out to listing agents until someone accepts your offer. This usually only takes 3-5 phone calls. Most agents are happy to participate.



- **Establish your open house time frame.**
 - Throughout years of hosting open houses, the most consistent results have been **Saturdays** or **Sundays** from **11:00AM-2:00PM**.
- **When scheduling your open house, confirm the following:**
 - Pets are removed (or secured) for the event.
 - Tenants and/or homeowners will not be home.
 - Alarm systems will be disarmed.
 - Sellers are comfortable with food/drink being served in their home.
 - Sellers are comfortable with scents in their home. Are they opposed to any specific scents/oils? Are there any allergies you need to be aware of?
 - Any additional, specific instructions from the sellers that need to be followed.
- **Confirm property access information.**
 - Supra® lockbox, contractor's keybox, left unlocked, etc.
- **Request the listing agent advertises the open house on the MLS, on your behalf.**

Marketing the Listing Online

YOUR LISTING

Check with your local MLS to confirm which websites have a syndication agreement with your MLS.

- **Your Local MLS**

- **Social Media Platforms**

Post your open house social media ad to your preferred platform(s). When promoting your open house online, you should use relevant hashtags on social media so that buyers can find you easily.

Use hashtags like:

- o #openhouse
- o #curbappeal
- o #househunting
- o #realestate

- **Zillow®**

This website gets the most open house searches.

- **Realtor®**

This website is second only to Zillow in real estate website market share and provides resources for buyers, sellers, and real estate agents who are house hunting.

- **Trulia™**

Similar to Zillow, Trulia incorporates 34 neighborhood map overlays, including personal statements from the community. Your potential buyer will get a full understanding of how awesome it is to live in your neighborhood. If your open house is being advertised on Zillow, it will also post to Trulia (same corporate owner).

- **Create Event Pages on Facebook®, LinkedIn® and a Specific Pinterest™ Board**

Create Event Pages on both Facebook and LinkedIn. Give these pages lots of information and photos. Think about events you might have seen on Facebook. You need to make your event page exciting enough that people will want to attend. Try to encourage as many people as possible to RSVP for the event. If someone RSVPs online, they're much more likely to show up in person. Also set up a Pinterest board specific to your open house. Later you can pin photos of the property and event.

- **Nextdoor™**

This website works like word-of-mouth. You can post your open house on the calendar, but not the news feed.

- **Your Personal Website/Blog**

Posting your open house to your personal website or blog not only creates credibility with prospects looking at your content, but will attract agents in your network who can recommend your open house to their clients.

OTHER AGENT'S LISTING

It's imperative the listing agent advertise the open house on your local MLS. Most of the larger real estate websites pull property information from there.

If you are not the listing agent of the subject property, your marketing efforts should be spent advertising your open house on social media platforms, door knocking, emailing your database, and phone calls to the neighborhood.

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Neighborhood Door Knocking Invitation Script

The **Neighborhood Door Knocking Invitation** is used for two reasons:

- To invite neighbors to your open house in hopes that they know someone who is looking to move to the area. (Close to 80% of home buyers move within a one-mile radius of friends or family.)
 - To identify neighbors who might be interested in selling their home now, or in the near future.
-

NEIGHBORHOOD DOOR KNOCKING INVITATION SCRIPT

"Hi, my name is _____ with _____ (brokerage). I wanted to stop by and invite you to our open house at _____ (address) on Saturday/Sunday, from 11AM-2PM. The home has only been on the market for _____ days, so we wanted to make sure the neighborhood knew about it—in case you know anyone who is interested in moving to the area.

Do you know anyone who might be interested?"

NEIGHBOR: "No."

"No problem at all. I wanted you to have the open house information. Also, since I've had to research the area to prepare for this open house, I'm offering all the neighbors a complimentary **Home Valuation Report**, so you have a better idea of your home's worth in this market! Would that be helpful?"

NEIGHBOR: "No."

"No problem. If you change your mind, I'm more than happy to put that together for you, anytime. In fact, I'll send you my contact information in case you ever need anything! What's a good email address for you?"

NEIGHBOR: (Gives email address...)

"Ok, great! Have you thought about selling or refinancing your home, or are you just curious about your home's current value?"

NEIGHBOR: (*Any response...*)

“Fantastic! Let me get a little information from you, so I can be as accurate as possible.”

MOVE TO YOUR SELLER QUESTIONNAIRE

“I will put together this information and get back to you as soon as I can. May I contact you tomorrow? What would be the best time? Are mornings, afternoons, or evenings usually better for you?”

Materials Checklist

COMPLETE THIS LIST (AT LEAST) 2 DAYS BEFORE YOUR EVENT

NEEDED FOR EVERY OPEN HOUSE

- **Multiple Sign-In Sheets**
 - **Comparables Binder**
 - **Property Feedback Sheets**
 - **Business Cards**
 - **(10) Buyer Questionnaires**
 - **(4) Pens**
 - **(15+) Open House Directional Signs**
 - **Multi-Surface Cleaner and Paper Towels**
 - **Toilet Paper and Hand Soap** (if home is vacant and utilities are on)
 - **Box of Disposable, Plastic Gloves** (these are *always* needed for various reasons)
-

OPTIONAL ITEMS (BUT THE DETAILS MAKE A DIFFERENCE!)

- **"Welcome" Sign**
- **Hand Sanitizer**
- **Snacks**
 - Serving Trays
 - Napkins
 - Plates and Silverware
 - Serving Utensils
- **Drinks**
 - Cups

- Bottles of Water
- Drink Dispenser
- **Kitchen Garbage Bag**
- **Shoe Covers**
 - Shoe Cover Sign
 - Basket for Shoe Covers
 - Shoe Covers
 - Fold-Up Chair (to put shoe covers on)
- **Fresh Flowers**
- **Essential Oil Diffuser**
- **Music**
 - Playlist
 - Speaker System
- **“Room Features” Signs**
 - Tape or Frames (for signs)
- **Pop-By Gifts**
 - Gift Tags
 - Basket to Hold Gifts
 - Business Card included with Gifts
- **Raffle Items**
 - Raffle Tickets
 - Giveaways
 - Instructions
- **“Do Not Open” Sign**
- **Balloons for Yard Signs**
- **Virtual Staging Images**
 - Images
 - Easels or Frames

Set Up

STAGING

- Arrive at your open house (at least) an hour before the event.
- Place the **Comparables Binder**, **Feedback Sheets** and a few pens on the kitchen counter.
- **Sign-In Sheets** will remain with you, as you sign in each guest.
- If snacks and drinks are being displayed, set up the display left to right with plates first, followed by food, napkins and utensils last. Drinks should be in a different area of the kitchen, or on the far right of your food display.
- If applicable, place fresh flowers and the **Welcome Sign** on the entry table or kitchen counter.
- If applicable, place the **Shoe Sign**, basket, and shoe covers by the front door.
- If using music, set up the speaker system, test your playlist, and adjust the volume.
- Turn on all the lights throughout the home.
- Open all curtains and blinds.
- If applicable, place the **Do Not Open** and **Room Features Signs** in their appropriate places.
- Ensure the seller's personal belonging and/or medications are not visible. If the property is your listing, text your sellers and ask them where they'd like you to place their items. Take a picture of where you hid them and text it to them. If the listing is another agent's listing, ask the listing agent what they'd prefer you do with the items. Take a picture of the existing display of personal items. ****Do NOT touch personal items without permission from the seller.****
- If the home is vacant (and the water is on), ensure toilet paper, hand soap and paper towels are in the guest bathroom.

PLACING YARD SIGNS

- Lock the door when you leave to set up your yard signs.
- Follow your map with the predetermined sign placement.
- Begin with the signs furthest from the home.
 - Work your way towards the house.
 - Place (at least) one sign in the front yard.
 - If applicable, add balloons to the signs on corners and in the front yard.
 - Unlock the front door for guest arrival.

Welcome Script and Process

After years of troubleshooting the issue of receiving inaccurate contact information (given by open house registrants), the best strategy to combat this is to PERSONALLY write down their contact information. This doesn't guarantee you still won't receive false contact info, but it helps minimize the issue.

"Hello! Please come in.

May I quickly grab your name?

And a good phone number for you?

And your email address?"

BUYER: "No thank you."

"I completely understand. (It's just that) the seller has asked me to gather this information, so they know who has been through their home. I would never sell it or share it with anyone."

AFTER YOU GATHER THEIR INFORMATION:

"Please feel free to look around. Let me know if you have any questions. I don't want to hover, but I am close by if you need anything. Also, there are some additional properties in the Comparables Binder on the kitchen counter. Let me know if you have any questions about those, or if you would like me to email you any information. On your way out, if you would fill out a Feedback Sheet, the sellers would really appreciate it."

AS THEY ARE LEAVING:

"Thanks so much for coming by! Are there any questions I can answer for you? I know of a few other properties in the area similar to this one. I can email them to you if that would be helpful. How long have you been looking for a new home?

Why are you thinking of buying now?"

Work your way into your **Buyer Questionnaire**.

Wrap Up

- Remove the open house signs from the front yard and put them out of sight--inside your trunk or inside the house.
- Take everything you brought with you and load it into your car.
- Wipe down the kitchen counters if food and/or drinks were served.
- Confirm that the guest bathroom is clean, and no wipe up is necessary.
- If applicable, remove the garbage bag from the kitchen.
- Close the curtains and/or blinds.
- If the home is vacant, confirm all the windows are closed and secured.
- Turn off all the lights in the house.
- Lock all doors. **If specific instructions were given to not lock a door (e.g., the garage door going into the home), confirm the door is unlocked.
- Place the key back in the key box.
- If the listing is yours, send a quick courtesy text to the sellers that the event is over, and the home is locked up.
- If the listing is not yours, send a quick courtesy text to the listing agent thanking them for allowing you to host the open house, that the home is locked up, and you'll be sharing the feedback received from the guests.
- Pick up the signs closest to the house, and work your way out.

Follow-Up Script and Process

- On Monday (or the following business day), call each person on the **Sign-In Sheet**. Make sure all of their questions are answered.
- Offer to email them the property MLS sheet and the additional properties in your **Comparables Binder**.

Send an email to the listing agent with a breakdown of the open house results.

- **# of groups that attended**
- **Questions asked**
- **Interested parties**
- **Any offers being written**
- **Any additional feedback they could share with the sellers**

Use this script with everyone who attended the open house, unless they arrived with their agent. Many buyers will say they have agent representation to avoid conversations. It's important you filter through your attendee list and find these people.

FOLLOW-UP SCRIPT

"Hello!

My name is _____. Hopefully you remember me from the open house on Saturday.

I wanted to follow up, and see if you had any additional questions about that specific home, or any of the other houses I showcased in the binder?"

BUYER: "No."

"Great! We had a lot of interest in that home over the weekend. On a scale of 1-10, how interested are you in buying a home in the next three months, or so?"

BUYER: (Any response...)

"Perfect! What would have to happen to make it a "10"?

The reason I ask—the market has shifted a bit, making home buying easier for buyers right now. Recently, my clients have been able to negotiate prices and terms that favor them. We've also started seeing the sellers pay closing costs again!"

Work your way into your **Buyer Questionnaire**.

OPEN HOUSE

YOUR
BROKERAGE
LOGO
HERE

Saturday, April 15 | 11AM-2PM
123 ABC Court, Anytown, USA

Built with unsurpassed quality and every thinkable upgrade. The gourmet kitchen includes: high-end gas range and double ovens, pot filler faucet, hidden walk-in pantry, custom cabinets, and 14' island. Stunning, custom moldings and flooring throughout. Formal living room and office directly off the entry. Gorgeous Owner's Suite with double-sided fireplace, luxurious bathroom with double vanity, soaking tub, and multi-head shower.

Offered at: \$1,275,000

- **4 Bedrooms**
- **3 Bathrooms**
- **4,775 SqFt**
- **Gourmet Kitchen**
- **Owner's Suite**
- **Views**

Listing Brokerage: ABC Realty



Madison Peters, Realtor®

(555) 555-5555

MYEMAIL@MAIL.COM

WWW.YOURWEBSITE.COM



CLICK ON THE FLYER
TO ACCESS THE
COMPLIMENTARY
OPEN HOUSE
FLYER TEMPLATE



OPEN HOUSE

123 ABC Court, Anytown

YOUR
BROKERAGE
LOGO
HERE



SATURDAY, APRIL 15 | 11AM-2PM



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- 4 Bedrooms
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Built with unsurpassed quality and every thinkable upgrade. The gourmet kitchen includes: high-end gas range and double ovens, pot filler faucet, hidden walk-in pantry, custom cabinets, and 14' island. Stunning, custom moldings and flooring throughout. Formal living room and office directly off the entry. Gorgeous Owner's Suite with double-sided fireplace, luxurious bathroom with double vanity, soaking tub, and multi-head shower.

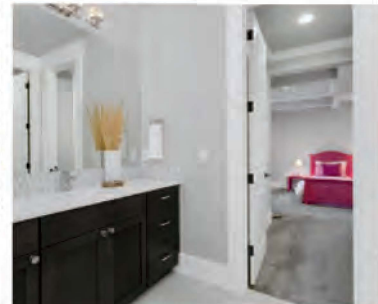
Listing Brokerage: ABC Realty

Madison Peters

Realtor®

(555) 555-5555

MYEMAIL@MAIL.COM



CLICK ON THE IMAGE
TO ACCESS THE
COMPLIMENTARY
OPEN HOUSE
SOCIAL MEDIA TEMPLATE

OpenHouse SIGN-IN SHEET

Name: _____

Email: _____

Phone: _____

☐ Just looking

☐ Need to buy now

Are you working with a Realtor®?

☐ Yes

☐ No

Name: _____

Email: _____

Phone: _____

☐ Just looking

☐ Need to buy now

Are you working with a Realtor®?

☐ Yes

☐ No

Name: _____

Email: _____

Phone: _____

☐ Just looking

☐ Need to buy now

Are you working with a Realtor®?

☐ Yes

☐ No

Name: _____

Email: _____

Phone: _____

☐ Just looking

☐ Need to buy now

Are you working with a Realtor®?

☐ Yes

☐ No

Name: _____

Email: _____

Phone: _____

☐ Just looking

☐ Need to buy now

Are you working with a Realtor®?

☐ Yes

☐ No

OpenHouse

FEEDBACK FORM

How did you hear about the open house?

How would you rate the following:

	Excellent	Good	Fair	Poor
Location	☐	☐	☐	☐
Price	☐	☐	☐	☐
Floorplan	☐	☐	☐	☐
Curb Appeal	☐	☐	☐	☐
Overall Appeal	☐	☐	☐	☐

What did you like MOST about this house?

What did you like LEAST about this house?

Are you currently working with a real estate agent?

Yes No

Comments:

Thanks for sharing your feedback!



The Coaching Program.

JUMP™ TRAINING COURSE



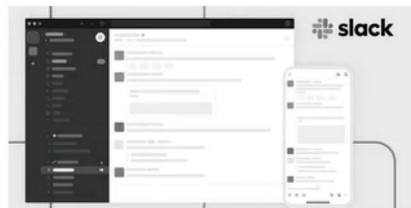
LEAD FUNNEL MASTERY
COURSES



WEEKLY LIVE ZOOM® CALLS



MEMBERS-ONLY SLACK®
CHANNEL



MEMBERS-ONLY LIVE
MASTERMINDS



If you'd like to learn more about the
Accelerate RE Coaching Program,
please visit: **www.Accelerate-RE.com**
or email: **Info@Accelerate-RE.com**