

THE ULTIMATE GUIDE TO OPEN HOUSES

Step by Step Open House Lead Generation



Pam O'Bryant

Open House System as Showtime:

Too many agents think an open house is an excuse to watch football on someone else's big screen TV. Here is a system that will allow you to buy as many TVs as you want.

Why OH? There are many ways to get leads so why OH? They work well for starters, but more importantly they are multi-duty. They give you an excuse to tell the people you know that you are really, truly a real estate agent – “Look, I’m doing real estate stuff!” OH bring put you in contact with people would not have met otherwise. And they give you a lot of opportunities to talk to people about real estate. My favorite is, no matter how I like to get leads, I can use an OH to get them. I can visit area businesses, door knock, network...you name it!

- No script, system, or technique ever pays off until you reach competence - and the big money comes at mastery level.
- A few systems will reward a good learner, when you learn them. And you don't learn any system in 3 or 4 tries. (If you try to learn 6 or 7 systems you will not get good enough at any to make money.)
- The OH is a complex system, not an event, conducted over multiple days. To do it at the mastery level will require serious effort, preparation, and a good house to hold open.
- Once mastered, OH system is volume knob for your income forever. Need more income – do more.

Monday: This is the last day of the OH system *and* the first day. Monday is discussed last. Please note this schedule is for a Sunday OH, if you plan a Friday evening or Saturday OH (both great times) adjust the schedule. Don't skip the planning.

On Monday contact listing agents in your office and secure a listing to hold open on your target date. Demonstrating that you have a plan and understand the steps will ensure, over time, that the big listing agents give you first choice.

Wednesday:

- ☐ Promote the Open House in MLS and put a sign in the house yard, if allowed.
- ☐ Chose a script for Thursday's warm calls and today's door knocking around your OH. Practice it with a colleague or video yourself.
- ☐ Drive the area of your Open House. Take note of any For Sale By Owners. Call them and mention you are having an open house close by – ask for details of their home so you can tell people about it. This is a great excuse to get an appointment to preview. If you have a buyer would they pay you a buyer commission? You don't need to push, but most FSBs list why not with you? Stay in touch.
- ☐ Get out of the car and door knock to invite neighbors to your OH. Use the script provided.
- ☐ For the first few weeks, thoroughly re-read the “Exclusive Right to Represent Buyer Agreement” – be 110% prepared to get one signed at your OH.

Thursday:

- ☐ Finish door knocking.
- ☐ **If it's your listing**, ask the sellers to e-mail invites to everyone they know. (At mastery level listing, you ask for and get their Christmas Card list and you will do the invitations and add the good ones to your database after they go through an 8X8 process.)
- ☐ Visit local businesses, ask about them and get permission to leave info about your open house.
- ☐ Invite your friends. Call 25 people in your database or phone contacts and say, ***“Hey Tory, this is Pam. I would love to invite you to my OH at 124 Cherry St Sunday. It's from 1 to 4. Love for you***

to stop by". You get bonus points if you add a bit about the house like, ***"I think you will love this kitchen."***

- ☐ For new, newer, and re-launching agents: You have many people in your phone that know you, like you and trust you. But they don't associate you with real estate yet. They know you for who you were in the past, a school teacher, class mate, neighbor, or whatever. Let's fix this. Send an email to these people that says: "Hi, I am doing an Open House at 124 Cherry St. this Sunday, 1-4. If you are in the area, stop by we can catch-up." They will not stop by, but they will see that you really are doing *real estate stuff*. Your new career will start to become real to them.

Friday:

- ☐ Create a package of comparable homes for your Open House this weekend, keeping in mind that most buyers look at open houses 20% higher in price than they eventually buy.
- ☐ Preview **every** home for sale in the area. By knowing about the other houses, you demonstrate your expertise. Buyers are looking for experts – show them it's you.

Saturday:

- ☐ Prepare your Open House tools: sign in sheets, "benefits" brochures and signs along with some treats to pass out. Run through your scripts once or twice with a willing family member or pet.
- ☐ Print Pendings and recent Solds so you feel "expert" in the area. Mentioning recent solds to people in the neighborhood establishes credibility.
- ☐ Watch a few YouTube sessions, your company's web site on "Handling Objections."
- ☐ Complete another Buyer Representation Agreement so you're comfortable when you get a buyer tomorrow!

Sunday:

- ☐ Check status of all listings in the neighborhood – have any sold?
- ☐ Put out lots of directional signs – always, always ask permission of the homeowner in whose yard you place it. Give them a flyer and your card. Get their name so you can send them a thank you note later. Tell the owner when you will pick up your directional sign.
- ☐ Put a second sign in the OH yard if this is allowed. This increases visibility.
- ☐ Pre-check the house* and conduct a three-hour Open House (1-4 p.m.)
- ☐ Plan to meet any buyers you can connect with at 5 pm at a local coffee shop to start a buyer presentation.
- ☐ Use your "how's the market" script to get people into your database!
- ☐ Seller should not be there, period.
- ☐ At completion of open house give feedback to listing agent or homeowner (whichever is applicable) of the Open House results. Make the listing agent look good.
- ☐ Do hand-written notes (or a video?) to all visitors to your OH guests this evening. I like to write these out at the OH before I leave and drop them in a mail box on the way home.
- ☐ Work up the energy to call and thank guest for coming. They went to six Open Houses today and you'll be the only one that thanked them. And the only one they remember?
- ☐ Bring some work to do, often OH have slack periods, put this time to good use.

Monday:

You have thanked the people that came to the Open House and have some idea of who they are.

- ☐ Add the nice people into an 8 x 8 to bring them into your Advocate database in a systematic way.

No OH is finished until the attendees sign a representation agreement with you or with someone else. You will be in touch with them until then.

*What is a Pre-check?

Sometimes the owner doesn't do everything perfection requires to prepare her home for an OH. Walk through every room, turn on all lights – especially in closets – open the blinds (check the view). Make certain all valuables are off dressers and out of sight. I once showed a house with a shotgun next to the master bed. Check. After the OH change everything back to way you found it.

Open House Scripts

Door knocking script:

Dress professionally with a name badge. Script, ***"Good morning. My name is ___ with Neighborhood Realty. The Smiths down the street have asked us to market their beautiful home and this Sunday I will conduct an Open House from 1-4. The Smiths will be out, and I will have refreshments. Will you be able to attend?"*** Pause. ***"Who do you know at work or church that may be interested in real estate that you could invite?"*** Pause. ***"Thanks, here is a brochure with all the details."***

A better and more complicated script for door knocking:

Agent: ***"Good morning. My name is _____ with Neighborhood Realty. You may have noticed that you neighbors at _____ have offer them home for sale and asked me to invite you to an Open House this (Sunday) from ___ to _____. However, I will have this home open at ____ as a special courtesy to the neighbors so that you can see it before the general public arrives."***

Of course, I will have refreshments and the owners will be absent. I would love to invite you to come over. I've found that neighbors are interested in seeing what homes in their area are selling for and also how they are decorated. Do you think you will be able to attend?"

Prospects says yes or no:

"I'd also like to ask, a lot of times neighbors like to pick their own new neighbors. Do you know anyone who is interested in moving into this neighborhood? Who in your family might want to live close to you?"

If Yes:

"I'd like to give you a few extra fliers for those people. If you think of anyone specifically, I would be more than will to give them a call and expend a special invitation."

Also, sometimes buyers who come to my Open Houses need more or fewer bedrooms. So, I always like to give them a second choice in the neighborhood. Do you know of anyone else in the neighborhood who might be thinking about selling, so I could direct them to that home if this home isn't right for them?" Remember you are looking for sellers as well as buyers.

Invitation to renters:

Agent: "Good morning. My name is ___ with Neighborhood Realty. I wanted to invite you to an open house that I am having this weekend." (Hand invitation flyer showing estimate monthly payment.)

"I was wondering if you had thought about becoming a homeowner this year. As you can see from the flier, this home would cost you approx \$xxxx a month. What are you currently paying in rent?"

Tenant: "Wow, it's only \$200 more than I am paying now."

Agent: "Really? Would rather be pay your own mortgage than your landlord's? Why don't you stop by? Perhaps we can come up with a plan to make you a homeowner this year. How does that sound? See you Sunday!"

Small Businesses advertisement:

Small businesses near your OH are owned by people just like you. They know the area, know the people, and also want more business. This gold mine of knowledge and leads requires a special advertising piece. Because most of these businesses are in small places, think local laundry, they

don't have room for a whole sheet of paper describing your OH. Word lets you print business card-sized notes. Put a picture of the house on the front and the address and your contact info on the back of business cards. Here's the script:

Hi, Mr. James, my name is Pam O'Bryant with Neighborhood Realty. And I have to apologize, I have driven by here a 100 times and never stopped in before. If you have a minute can you tell me about your business? (Stop, listen, be interested). ***Who is your prefect customer?*** (Listen) ***Well, I'm holding an Open House this Sunday a few blocks from here, do you have anything I could share with the guests at my Open House? People new to this area are always looking for local businesses.*** (Collect the item, if she has something.) ***Great, would you mind if I left a few notifications about my Open House?*** Offer the owner your business card size notifications. This method works because you come to the business with an attitude of giving, you must ask for their info before asking about your own. If you have a lot of OH in the same area, this method will help you develop some helpful friendships and connections.

Invite other Realtors:

When you do research on your OH you will see which agents sell in your area of town. You want these agents to know you are a professional. This is one way to begin this process. Send these agents this email:

Dear Colleague:

Please let me alert you to a wonderful home that will be held open on Sunday, Dec 25 from 1-4. If you have a potential buyer that may have an interest in the wonderful home, I hope you can show it this week, but if you can't, please send the purchaser to the Open House with your card and I will gladly protect your position in the transaction. Thanks for showing it. You won't be disappointed.

(Address and your signature block)

At the Open House

At the door of your open house:

Option One: The Direct-

Agent: *"Good morning. I'm ___ with Neighborhood Realty. And your name is* pause for answer *"Please come in, (as you say this you move back from the door). The sellers have requested that all visitors sign the guest register. By signing the register, you will automatically be entered into a drawing for _____ (dinner for two, movie tickets, or a gift certificate to a local hardware store). (Wait for them to sign in.)*
"What brought you in today? ...listen for their response, did they mention a style or area. "Please enjoy this lovely home, I'll be available to answer any questions when you are finished."

Option Two: The Reciprocity-

Open the door and say, ***"Hello, please step inside and make yourself at home."*** Step back and let them enter, then stop and say, ***"I'm Pam O'Bryant with Neighborhood Realty."*** They know they need to tell you their names, wait for their response even if it takes a moment. Don't shake hands unless they offer first. Now, step completely out of the way and say, ***"Why don't you look around and when you're done, I'm happy to provide you with any detailed information about this home, the area, and the market in general."*** The guest will feel a bit of obligation because you gave information and did not ask for anything. Of course, you will ask later!

Stop them at the refreshments and ask these questions:

1. ***"Where do you live?"*** You want to know if they are potential sellers or folks just moving into town.
2. ***"How long have you been looking for a home?"*** Are OH their weekend hobby or are they motivated buyers that have only seen 5 houses? If they are the latter I don't have more than a few days until someone has them sign a Buyer Rep Agreement, it may as well be you.
3. ***"What size home are you looking for?"*** You need to know what size house they have to have, but as a professional you are not going to get into marital status, custody issues, the next baby she wants but he doesn't, or any of their personal baggage at this point.
4. ***"What have you liked about the homes you've seen so far?"*** Some buyers will go to OH after they have contracted on another house just to prove to themselves they made a great decision. Every buying decision is emotional; afterward we try to justify it with logic. This question will let you drop them and move to the next guest.
5. ***"Is a good investment or a good location to live more important to you?"*** This one of my favorites and if you don't use it here you can use it tonight during your "Thank You" call. Say this question *a little slower* than the others, more guys will be interested in this question than women and they don't hear as well, or maybe they pay less attention. I don't know which.

If you're not getting anywhere, try this approach, *it's my favorite*:

"Thanks for coming by! I'm conducting a short, four-question survey to make sure I'm meeting my clients' needs, do you have 45 seconds? Great!"

- ***"On a scale of 1-5, how comfortable are you with finding a house you will love living it?" This is an easy 'Yes' question and it puts them at ease. Now the hooks.***
- ***"Once you find the home you want to buy, how comfortable are you with the process of negotiating the right price for your new home?"***
- ***"How comfortable are you with your financing strategy?"***
- ***"How comfortable are you with finding a great, licensed inspector and all of the other vendors who will make this move easy for you? How comfortable are you with managing the hundreds of details and pieces of paper necessary to legally purchase the home you will love living in?"***

That's it! Thank you so much for participating. These questions interject reality in Tory and Mike's home search. Now see if you can get into dialogue with one of the other scripts.

Close for the appointment:

"My clients have found that investing 30 minutes with me saves them between 20-60 hours in their home search. As busy professionals, I imagine that would be a benefit to you, wouldn't it?"

Usually I have simply said, ***"Tory and Mike, I think we can get all of this done pretty quickly, why don't we schedule an appointment next week. Let me see (I open my planner and check) I have time on Monday at 6 or Tuesday at 2. Which works better for you?"*** Tory is likely to say, "we are swamped during the week." Respond, ***"How is Saturday morning for you or would Sunday afternoon be better?"*** (Or, personally I really like to move them to the work week by saying something like ***"Mike and Tory – I understand how busy the week can be. Let me ask, what do you tend to do on the weekend? (they answer) "ah, so you tend to recreate? Do fun things? Buying a home is one of the biggest financial investments of your life – many of my clients find that doing this during the work week helps them treat it with the respect it deserves. Is Monday or Tuesday better?"***)

If you can't close for an appointment but you think the prospect is an active buyer, here is a Tom Hopkins dialogue to get the prospect's phone number, he calls it 'The Double-Reverse Phone Number Close':

"Mr. and Mrs. James, some of the finest values come on the market and are sold before the sign ever goes up." (This happens all the time, but buyers don't know it.) ***If a fantastic value comes to my attention, (pause) ---let me give you my card. Here is my office number and let me circle my cell phone. You can reach me 7 days a week for service. How do I best reach you?"*** This is genius. After you said, "comes to my attention" and pause the prospects are waiting for you to ask, "what is your phone number" and they are planning how to say no. By offering them your "service" 7 days per week you disarm them and the *rule of reciprocity* kicks in. You will get the number and their implied permission to stay in touch about real estate.

OH Thank you Cards:

After your OH, write a simple thankyou note to every guest you have mailing information on. Mention the address and say, 'thank you for visiting'. Drop the cards in a mail box on the way home. Your guests saw 4 or 5 homes and you are the only one that thanked them.

The evening call:

Agent: *"Hello Mike. My name is __ with Neighborhood Realty. We met this afternoon during the open house at 123 Main Street.*

(Next are fishing questions – stop before they get bored.)

- 1. *What one feature did you see today that you would really want when you buy?***
- 2. *Which neighborhood most appealed to you?***
- 3. *What is your ideal timeline to purchase a home?***
- 4. *What monthly payment would be comfortable for you?***

Getting People to Register at Your Open House

If you just can't do the survey script and have people book an appointment right there while they're at the house, consider having a drawing for dinner or other type of gift certificate. It is the easiest way to get people to sign up, although this is not necessary for a professional with strong scripts.

Can you tell this isn't our favorite strategy? It's not. However if you want to do it, we know lots of agents that successfully use it – and this is, after all, the “comprehensive” Open House document!

The basic fact about clients: To get a client you have to *meet* a client and then have a *conversation about real estate* with the client to find a need. This takes a couple of minutes. Now, imagine that you have a plate of *warm chocolate-chip cookies* fresh from the oven on the table and you hand the visitor a very hot cup of coffee in a *porcelain* cup. The \$12,000 commission question is: “Will you be able to engage this person for at least 2 minutes?”

Win Dinner for Two At the Outback Steakhouse (A \$100 Value)

Name: _____

Address: _____

City: _____ State _____ Zip _____

Phone : _____ / _____

E-Mail : _____

Please answer the following questions:

Are you currently working with a Realtor? Yes ___ No ___

Who? _____

Would you like to receive current market information? Yes ___ No ___

Is your home currently for sale or for rent? Yes ___ No ___

Would you like to know about financing options? Yes ___ No ___

Other _____ Yes ___ No ___

Your Open House Host is:
YOUR NAME
Enjoy the Home!!!

Market Research and Analysis

1. Get this information from public records (tax roll).
2. Keep your records available so you can develop market trends in subdivisions of complete market areas.

SUBDIVISION/MARKET: _____

Date: _____ Number of Houses in subdivision or market _____

Average age of subdivision _____

Builders who built in the neighborhood _____

Model names _____

Styles in neighborhood _____

Amenities _____

Schools _____

Get the following information from your MLS system (For the past 6 months)

Average price of the homes _____

Number of homes that have sold _____

Average price per square foot _____

Average days on the market _____

Overall comments about the sale-ability of the area

Items to include in your Open House information packet:

- ☑ Agent flier, why they should choose you as an agent, and card
- ☑ Property highlights
- ☑ Year-to-date citywide MLS Statistics
- ☑ Current neighborhood statistics: sales, pending, prices, days on market
- ☑ Story about the neighborhood history
- ☑ List of EVERY home for sale in neighborhood/surrounding area

Get your sellers ready to win

Many sellers want to be helpful but don't know what to do, if you think it would be helpful you can give them this checklist rather than nag them each Open House. I included this in my prelisting package, so the sellers would have it from the beginning of our relationship. After I take a listing, I tape this inside the cabinet nearest the kitchen sink.

Seller's Open House Checklist
<ul style="list-style-type: none"><input type="checkbox"/> Remove, put in a safe place, all valuables, jewelry, money, prescription drugs<input type="checkbox"/> Un-clutter countertops<input type="checkbox"/> Clean your home top to bottom<input type="checkbox"/> Make any repairs necessary, such as touch-up painting<input type="checkbox"/> Open up your house, the lighter and brighter the better<input type="checkbox"/> Play soft music<input type="checkbox"/> Make sure your home smells good<input type="checkbox"/> Adjust thermostat to a comfortable level<input type="checkbox"/> Arrange for your pets to be in safe place, or gone<input type="checkbox"/> Clean and straighten the patio<input type="checkbox"/> Manicure the lawn<input type="checkbox"/> Clean the front door or paint<input type="checkbox"/> Remove all clutter from the entrance area<input type="checkbox"/> Other_____

Open House Selection and Setup

Selection criteria:

Price:

1. Don't hold open an over-priced turkey that has been on the market for 3 months, everyone has seen it, and you don't want to be associated with a bad deal. If it is your listing, either get a price reduction or cancel the listing.
2. If it is not your listing, check the comps to make sure it is in a range you are comfortable in.
3. If you're a new agent, don't worry about it – you are actively looking for buyers! Hold any open you can (preferably in a price range you like.)

Area:

1. If you are using someone else's listing, try to get one in an area you want to work in. You will learn a lot about the area during this process, it may as well be knowledge you will need in the future.
2. Look for an active area with good turn-over. You want to meet buyers so go where buyers are.
3. Find a house near, but not on a major street. You will need to be able to put signs on the major street. Ideally, you do not want visitors to have to make no more than two turns after leaving the main street. The signage gets complicated and if another agent has a home open nearby, visitors may not realize that two homes are open. If you know the other agent and can promote each other's Open House this can be a huge plus.

Note: Finding the house with the perfect price, great location, with friends of yours holding other homes open at the same time will not be possible that often. Finding a good house to open is more than half the battle *and* I've gotten some great clients from OH in less than great locations. But, given the pitiful job most Realtors do on OH, once you get even an average one you've got gold because you've got a system.

Signage:

1. The first sign goes up in the yard on Wednesday. It states, "Open House," day and time. Some HOAs have rules against two signs in the yard. If you are using another agent's listing, you must check with the agent and owner before placing the sign, of course.
2. On the day of the Open House, arrive early. Put at least one sign on every turn and two on busier intersections. I like balloons because they tell visitors that these signs went up today, not yesterday, or last week. (Check if they are legal in your jurisdiction.)
3. On busy streets plan to put up a warning sign half a football field before the actual turn to warn drivers to get ready to turn. If traffic is faster than 30 MPH, you may have to move the warning sign even further down the road.
4. At the house put up a fresh Open House sign in the yard, on a fire plug, or any new place. Neighbors have seen the Open Sunday sign you put on Wednesday and have stopped noticing it by now.

If this is your farm area, get a special yard sign to advertise that you are the area expert.

Special Note about Condos: One of your main goals when meeting prospects is to come across as a professional. You want people to think, eventually, to deeply believe, you know what you are doing. If this is true, why do agents hold open half million-dollar condos with hand written signs telling which elevator button to push or name to search for on the building roster? Did they just decide to hold an Open House on Sunday morning?

Many people buy condos and townhouses as well as single family homes and my opinion is that these buyers and sellers can use our help as much as anyone else. However; different types of structures mean different signage.

If you are going to hold open a condo in city-center, find out how to get in the building on your Thursday area visit. Make detail notes about exactly what special instructions guests will need. Print up the small directional signs for the security system and which button to push on yellow card stock or yellow paper and put it in a document protector. Tape this professional looking sign to a wall so that it does not blow away or fall off. This makes you look like pro, before you meet the guest.

Refreshments:

I have heard that refreshments are a lot of trouble. For agents that don't know any engaging scripts, that don't know how to ask for a phone number, who are not prepared to do their job, I would agree. Why hold a prospect for 2 minutes of discussion if all you know to ask is a yes or no question like, "Did you like the house?" or "Do you have a Realtor?"

However; for a professional or someone that aspires to that well-rewarded level, refreshments are one of the tools of the trade. This person knows what questions to ask and where to take a brief discussion. A cup of very hot coffee in a pottery cup or a very cool *glass* of wine will stop the visitor and put him in "prospect" range for an engaging conversation.

Refreshment options are endless; here are a few ideas but put your own special touch on it. In cold weather, hot coffee, cocoa, hot spiced wine (at Christmas it is a killer) and fresh chocolate-chip cookies will stop a visitor. In hot weather anything cold will do as long as it is not the sort of thing the visitor will feel comfortable getting into his car with. Of course, the type of Open House matters. If you are in an \$800k condo overlooking the Potomac River a can of Diet Coke will not appeal as much as a proper (not expensive) wine glass filled with cold prosecco. All of life is a judgment call, just think before you act because every Sunday is a \$10,000 commission question.

Rich happens to bake bread, the big rustic golden-brown loaves cooked on a pizza stone. Many visitors have sliced a piece of hot bread and told me what sort of house they want before they finish spreading the brie. I always had a lot of crumbs to sweep up after I posted the appointments in my calendar.

After you have nailed the OH system use these checklists to stay on track:

Open House Checklists

Lead Generating Activities	Logistical Activities
<p>Before the Open House</p> <ul style="list-style-type: none"> <input type="checkbox"/> Review overall goals set for open houses <input type="checkbox"/> Set specific goals for this open house <input type="checkbox"/> Review scripts <input type="checkbox"/> Review neighborhood statistics and information <input type="checkbox"/> Review stories related to neighborhood <input type="checkbox"/> Review safety plan <input type="checkbox"/> Have mortgage lender figure and print mortgage information <input type="checkbox"/> Review mortgage information <input type="checkbox"/> Gather specific neighborhood and property information for tailoring packets: currents, sold, and maps of other houses listed <input type="checkbox"/> Review marketing and coordinate activities with other agent or assistant <input type="checkbox"/> Knock on doors <input type="checkbox"/> Meet neighbors and invite 	<p>Before the Open House</p> <ul style="list-style-type: none"> <input type="checkbox"/> Schedule open house <input type="checkbox"/> Give owner the Sellers' Checklist <input type="checkbox"/> Check if electricity/water on <input type="checkbox"/> Do marketing activities <input type="checkbox"/> Make Information Packets specific to neighborhood, pricing, financial information related to lenders <input type="checkbox"/> Order or prepare food drinks (if sellers agree) and pick up <input type="checkbox"/> Set out food/drinks (cookies in kitchen area only) <input type="checkbox"/> Place signs, balloons, and directional arrows <input type="checkbox"/> Place very visible sign, balloons in yard of open house <input type="checkbox"/> Remove debris from front of house <input type="checkbox"/> Check front yard and entrance <input type="checkbox"/> Turn on all lights in house, including closets <input type="checkbox"/> Unlock back door <input type="checkbox"/> Adjust temperature <input type="checkbox"/> Open drapes <input type="checkbox"/> Place brochure and cards in entry area <input type="checkbox"/> Set out Guest Registry in entry area <input type="checkbox"/> Turn on soft music <input type="checkbox"/> Check bathrooms and close toilet lids <input type="checkbox"/> Verify that valuables and prescription drugs are not accessible <input type="checkbox"/> Have Information Packets ready, but not in sight <input type="checkbox"/> Check house and yard for security <input type="checkbox"/> Unlock fence exits <input type="checkbox"/> Check cell phone battery charge <input type="checkbox"/> Ask seller to board animals or take them with them

Lead Generating Activities	Logistical Activities
During the Open House <ul style="list-style-type: none"> <input type="checkbox"/> Greet and build rapport with each guest, including children <input type="checkbox"/> Ask open-ended qualifying questions <input type="checkbox"/> Arrange for follow-up appointments <input type="checkbox"/> Ask them to sign the registry after you have offered them something of value <input type="checkbox"/> Make notes about guests' real estate needs 	During the Open House <ul style="list-style-type: none"> <input type="checkbox"/> Replenish food and drinks <input type="checkbox"/> Greet when other agent is touring <input type="checkbox"/> Watch for safety issues
After the Open House <ul style="list-style-type: none"> <input type="checkbox"/> Feed database of potential buyers <input type="checkbox"/> Send thankyou notes to guests <input type="checkbox"/> Note areas for improvement <input type="checkbox"/> Meet with partner or assistant for feedback <input type="checkbox"/> Follow up with guests by phone or appointment 	After the Open House <ul style="list-style-type: none"> <input type="checkbox"/> Put house back in original order at end <input type="checkbox"/> Turn off music, lights, reset temperature <input type="checkbox"/> Collect all packets, signs, cards <input type="checkbox"/> Leave thank you note and information about open house for seller <input type="checkbox"/> Fill out feedback sheet for improvement, but do not leave for seller <input type="checkbox"/> Meet with the listing Agent to discuss improvements <input type="checkbox"/> Provide feedback to listing agent

Equipment, or Your Open House Kit (Actually, you need two kits):

The car kit: As a Realtor who is out with the clients often and no one knows what will come up, you may need a variety of items at any time, here is our list.

A file with buyer and seller representation agreements and contracts

Your laptop to prepare an offer, do you need a 'hot-spot'?

Paper towels – for messes

Tissues – for other messes

Toilet paper

Aspirin and antacids

Hornet spray – In Texas we ran into Wasp Nests over doors of vacant houses a few times

Measuring Tape or electronic measurer, "Is this room really 12' by 13'?"

Flashlight with good batteries

WD40, Graphite Powder for sticky locks, and Duct Tape of course

Notecards and stamps

Open House Kit:

More signage than you think you need, and use it all

Balloons and a convenient system to get them filled even on Sunday mornings

Hammer and big nail to start sign holes in hard ground – Yes, you will need these

Business cards

Sign in sheet, or sign in cards to collect guest information

Cleaning supplies: sponge, soap, paper towels, etc. Clients often spill coffee

5-volt batteries, you will hold a vacant house Open and the smoke alarm will sound off – fact!
Wine glasses and coffee mugs in a sturdy cardboard boxes
Small pot to slowly boil cinnamon and clove on the stove to make the kitchen smell right
Coffee pot with coffee, creamer, and sugar
Snacks and serving pieces
Paperwork for business: See ‘car kit’. Home fliers, local market info, Buyer Presentation
Showing instructions for the house you will hold open
Starbucks \$10 gift cards for new clients meeting me after the OH at Starbucks

Professionally Keeping Score

OH are occasional things for many Realtors and that’s fine. Often agents do them because their sellers expect them to do something and “Open House” is the only activity the seller knows to ask for. Tracking for these agents is of little consequence, they don’t expect actual productivity from OH. Of course, OH seldom get that house sold, but it does happen. For the professional, OH are not passive, they generate a pipeline of buyers and sellers which lead to sales and fill your database with quality people.

This strategy is to be one of your main prospecting systems. Tracking your performance, improving your efficiency, and knowing what they cost you in money and time as well as what they do for you in leads, contracts, and closings is necessary. Tracking is also critical to know exactly where to improve your system.

Consider tracking the information elements on the next two pages so that you will not only know how well you are doing but what your rate of improvement is. We recommend you track all lead generation activities.

Open House Action Plan

Access Your Success

Property Address_____

Open House Date_____

Listing Price_____ Days on Market:_____

		Goal	Actual	Success/Improve
1	Doors knocked			
2	Number invited from database			
3	Number of total guests			
4	Number of sellers			
5	Number of buyers			
6	Number of neighbors			
7	Number of appointments set			
8	Calls off your signs			
9	Hours preparing			
10	Hours doing			
11	Hours following up			
12	Costs			

Lead Generation Action Planning Worksheet			
	Current as of _____	Goal by _____	Activities to "Close the Gap"
Annual GCI:			
Annual Closed Transactions:			
Annual Transactions from _____ (lead generation source)			
Annual Transactions from _____ (lead generation source)			
Annual Transactions from _____ (lead generation source)			
Annual Transactions from _____ (lead generation source)			
Annual Transactions from _____ (lead generation source)			
#of doors knocked this month			
# of Open Houses held this month			
# of Mets Added to Database this month			
Total # of Mets in Database:			