

\$19.95

“My husband can’t believe it!

I am so excited to tell you. I have consistently and systematically used your open house techniques and strategies. The simplicity of the plan works EVERY time. I am asking for the appointments AT the opens, and people are saying YES...in fact I did a pre-qualification meeting last evening with a couple whom I just met Sunday past. Charlie, our Broker mentioned my four sales this month and asked where I obtained the leads. I told him it was an "overnight" success from doing open houses. Please accept my heartfelt thanks.”

Susan Digon,
Cincinnati, Ohio

Line Your Pocket with Leads

7 Practices that Turn Opens into Cash



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The best you can bring to your life and the world is to boldly pursue your goals and dreams.

GRATITUDE

Our deepest fear is not that we are inadequate.

Our deepest fear is that we are powerful beyond measure.

It is our light, not our darkness, that most frightens us.

We ask ourselves, "Who am I to be brilliant, gorgeous, talented, and fabulous?"

Actually, who are you not to be?

You are a child of God.

Your playing small doesn't serve the world.

There is nothing enlightened about shrinking

so that other people won't feel insecure around you;

We were born to make manifest the glory of God that is within us.

It's not just in some of us; it's in everyone.

And as we let our own light shine,

We unconsciously give other people permission to do the same.

As we are liberated from our fear,

Our presence automatically liberates others.

*Written by Maryann Williamson
from her 1992 book "A Return to Love"*

*Read by Nelson Mandela, South African President
in his 1994 inaugural speech*

This workbook and webinar are created in a market with historically high numbers of transactions that fail. It is dedicated to those Agents who are committed to their business. These Agents do more than survive difficult times. They succeed in difficult times. They are the role models and the leaders of our profession.

*With sincere gratitude,
Rich Levin*

Effective Open House

The first goal of the Open House is to sell the property, even though that seldom happens. As soon as you determine that the Guest is not interested in the property with one question; the goal becomes to **make an appointment with the Guest at the open** to meet with you for a Buyer presentation.

A Quick Look at How the System Works

- Greet them.
- Give them info on the house.
- Request info about them.
- Point out key features.
- Direct them to the information on the kitchen or dining room table.
- Turn them loose and let them wander.
- Catch up, use the lead conversion script

The Script:

- Welcome them. Thank them for coming.
- Introduce yourself and shake hands. Hand them a fact sheet.
- And ask for their information. Or hand them a registration card and ask them to please complete it. *"Hello, welcome, here is an information sheet on the home. For the owners, May I have your name please?"* And, *"May I have your phone number please?"*
- Point out a special feature or two. *"Please be sure to notice... the Jacuzzi tub in the master bath... the great deck... the new kitchen... the hardwood floors... natural wood."*
- "On the dining room table is a bunch of other information that might interest you.
- Then turn them loose. *"Please feel free to wander, if you have questions, let me know. I'll catch up with you after you've looked around."*
- If they don't engage or put you off or were rude, then politely say thanks for stopping by the open and as long as they don't look dangerous, let them in...
- If they said they were working with an Agent, *"That's great, what is your Agent's name, please?"*
- Then with nearly everyone, catch up to the m and ask... ***"Do you live in the area or are you thinking of buying around here?"*** Continue with the Lead Conversion Script.

Cause the Pause

Staging the Kitchen or Dining Room Table

On the dining room or kitchen table put a variety of items that will capture the Guests attention. The goal is to make them pause to look at them. As they realize what you are making available to them it raises their respect for you. It motivates them to want to speak with you.

Put a placard that reads **“Please do not remove. Ask (Agent’s name) for a copy to take with you.”** There will be a cost to get a copy. Not money, you will simply ask that they meet with you to review all of the information with no obligation.

Put a bold label on each type of information, a strip of paper printed with twenty four to forty-eight point or larger font to capture Guest’s attention as they walk by.

- * Printouts of other properties for sale in the area with a similar price range. Mark as, “Other Properties in (area) between (one price and another).”

Example:

**Other homes in Brighton
priced between
\$250,000 and \$300,000**

- * Printouts of other properties for sale in the area with a similar style, features, etc. Mark as “Other Colonial Style Properties in (area)” or “Other Properties with 2+ Acres in the (area)” or “Other Properties with Over 2,000 Square Feet in the area” etc.
- * Detailed information on the property, the neighborhood, and the community, possibly in the form of a home book. Mark as “Neighborhood and Property Info.”
- * Completely filled purchase documents (at full price) and the most common addendums. Mark as “Sample Purchase Documents.”
- * Printouts of sold properties in the area. Mark as “Comparable Properties Used to Determine Value.”
- * Closing cost worksheets with a variety of likely financing. Mark as “Closing Costs and Payments with Minimum Down and Seller Concessions” etc.

Consider other items that will interest Guests, capture their attention, create confidence in you, and cause them to pause.

Open House Lead Conversion Weak Approach: Appointment to Show

1. Opening Answer/Question
2. Trade three times (Location – Price – Size) with alternative choice questions that show your sincere interest in them and your expertise to help them.
3. Discuss switch properties.
4. Ask for the appointment to show other homes with an alternative choice of times.

Strong Approach: Buyer Presentation

1. Opening Answer/Question
2. Trade three times (Location – Price – Size) with alternative choice questions that show your sincere interest in them and your expertise to help them.
3. Tell me all and I'll make a note
4. Paperwork and process
5. Ask for the appointment to educate and prepare them with an alternative choice.
6. Hit it off or just be much better prepared.

Pause Script

"Do you live in the area or are you thinking of buying around here?"

"This one is priced at (price). Is that the price range you are looking in or are you looking higher or lower than that?" (Location) (Size)

"Why don't you tell me all the things you are looking for and I'll make a note?"

"Have you reviewed a copy of all the documents Buyers use in (area) to purchase a home?"

"Has an Agent reviewed with you the whole process?"

"May I suggest we get together? I don't bite. I promise, if we hit it off I'll help you find a great home. If we don't then I promise you'll just have a lot of information that may make you more confident and comfortable with the whole process."

Open House Lead Conversion

As the Guest pauses or after they have wandered on their own for a bit catch up to them and engage them in the most successful and effective lead conversion conversation possible.

Start by asking if they are interested in the property being held open. If they are interested in the open property, stay completely focused on selling it to them.

When they indicate that they are not interested in the open property ask this opening question, ***“Are you thinking of buying in the area or do you live around here?”*** Follow that up with this exchange. ***“This one is priced at (price). Is that the price range you are looking in or are you looking higher or lower than that?”***

Then, ***“This one is in (town or subdivision). Are you looking specifically in (town or subdivision) or are you also looking in (other likely subdivisions for Guests looking at this open)?”*** It is best if you add a distinction or two about the suggested towns or subdivisions so that they recognize your knowledge and insight into the areas.

One more, ***“This one is (square footage or number of bedrooms and baths). Is this the size property you are looking for or are you looking for something larger or smaller than this?”***

If the Guest is already working with another Agent this exchange will lead them to tell you. If they are a curious neighbor this will engage them comfortably. Most importantly this will lead the maximum number of serious, qualified, potential Buyers to engage in the next part of the exchange that leads to working exclusively with you.

After asking and answering, as above, about price range, location, and size ask this. ***“Why don’t you tell me all the things you are looking for and I’ll make a note.”*** When the Guest has engaged over the opening questions, they will nearly always answer this more open ended question and share the rest of what they are seeking. When they do that, when they share what they are seeking they will nearly always agree to meet with you about becoming their exclusive Agent. Many Agents have called this approach magic. It isn’t. It is just extremely effective.

Once they have shared what they want, they are indicating their comfort and trust in you. Then ask this. ***“Have you reviewed a copy of all the documents Buyers use in (the city or area) to purchase a home? It is (number) of pages. I find that when you are familiar with the documents ahead of time then you can make the best decisions and enjoy the process; even when it is crunch time and you are making all the big decisions involved in purchasing your next home. Would it be helpful to you to have a copy of all the documents?”***

And, ***“Has an Agent reviewed with you the whole purchase process? What inspectors you may want to use, the role of the attorney in this area, the appraisal process, and all the details. It’s not that complicated but there are a lot of details to anticipate. May I suggest that we get together I’ll go through the whole process with you, answer all your questions, and give you a copy of all the documents.”***

I don’t bite. I promise. If we hit it off we’ll work together and I’ll help you buy the best possible new home. If we don’t hit it off, no pressure, I promise, you will just be a lot more confident and prepared to make the best possible decisions. How does that sound?”

Open House Lead Conversion Conversation Script Only

“Are you thinking of buying in the area or do you live around here?”

“This one is priced at (price). Is that the price range you are looking in or are you looking higher or lower than that?”

“This one is in (town or subdivision). Are you looking specifically in (town or subdivision) or are you also looking in (other likely subdivisions for Guests looking at this open)?”

“This one is (square footage or number of bedrooms and baths). Is this the size property you are looking for or are you looking for something larger or smaller than this?”

“Why don’t you tell me all the things you are looking for and I’ll make a note.”

“Have you reviewed a copy of all the documents Buyers use in (the city or area) to purchase a home? It is (number) of pages. I find that when you are familiar with the documents ahead of time then you can make the best decisions and enjoy the process; even when it is crunch time and you are making all the big decisions involved in purchasing your next home. Would it be helpful to you to have a copy of all the documents?”

“Has an Agent reviewed with you the whole purchase process? What inspectors you may want to use, the role of the attorney in this area, the appraisal process, and all the details. It’s not that complicated but there are a lot of details to anticipate. May I suggest that we get together I’ll go through the whole process with you, answer all your questions, and give you a copy of all the documents?”

I don’t bite. I promise. If we hit it off we’ll work together and I’ll help you buy the best possible new home. If we don’t hit it off, no pressure, I promise, you will just be a lot more confident and prepared to make the best possible decisions. How does that sound?”

Would you be available at around 4:30 after the open house or a bit later on?”

Myth versus Fact



Myth: Open House Visitors are not serious Buyers

Fact: Over 60% Buy within 6 months.



Myth: Only Looky-Loos and Neighbors come to Open Houses

Fact: Neighbors provide a great source of referrals and information



Myth: Most people that come to Open House already have Agents.

Fact: Many don't and many are not committed to a single Agent.

Goals and Priorities of an Open House

With Guests:

1. Make the Guests Comfortable
2. Sell the Property
3. Make Appointments to fulfill the potential client need.

With Agent:

1. 10% - 25% Guest Conversion to Appointments. Following the recommendations from this webinar should make this a minimum.
2. Initial Appointment Mentality. Getting the appointment **AT** the open house while casually speaking with the guests

What Makes a Good Open House?

1. Traffic

- Newer on the market
- New price reduction
- Priced well
- Easy to access from main roads

2. Good to Great

- Four guests is good, Six is very good, Eight or more guests is great)

3. Test It

- The best way is to hold it open one time and see what traffic it brings.
- It is a near certainty that if a home does not attract traffic once, it never will.)

4. Choose Them

- Check company new listings
- Hook up with strong listing Agents for opens only
- Only hold good open houses.
- One where Guests will show up

Tip: Do your best not to hold opens just because the Seller wants it or another Agent asks you. (They'd be better off with you meeting people than sitting alone at their open.) "George, you are better off having me sitting in an open somewhere else where buyers will show up than sitting here alone. I take information on all the homes I have for sale to all of my opens. When I am certain that a buyer is not interested in the home I am holding open, which is most of the time, I encourage them to see one of my other properties for sale. Please, trust my judgment. Let me talk face to face with a dozen people about your house while they are out looking for a home instead of sitting here alone catching up on paperwork.

When it is Not Your Open

- **Familiarize yourself (drive-by, preview) with switch properties**
- **Review the fact sheet...**
- **Preview the subject property...**

- If it's not your open, first of all be selective. Only agree to do open houses when you believe that there will be traffic.
- Get familiar with properties in the area that are the same price range, style, location or that you believe would be of interest to Buyers looking at the open property.
- Review the fact sheet and information on the subject property so that you can be more relaxed and candid with the Guests.
- Preview the house to be held open. Go through it ahead of time.
- Follow the guidelines you are learning here. Because, first you are there to find out that the Guests are not interested in the house. If they are not, then you have a conversation that leads to an initial appointment with them to discuss working with you as their Agent.
- So, the more familiar you are with the house and the switch properties the more comfortable you can be with the Guests and more of them turn into your Clients.

Preparing the Owner at the Listing Presentation

Ask if they like and want open houses.

If they do and if it is a home that will have traffic, then...

Be sure the seller makes the house look its best. Suggest that the success of the open house depends on you and the owner doing everything possible to present the house well. That is why you encourage them to do the repairs and preparation you recommend before the first open.

Prepare the Seller for your process, for anything you might be doing to prepare the house, from turning on the lights to emptying the cat litter.

Also, prepare the owner for your process. So that they know how you are going to protect their house, engage each Guest and ask every guest for their name and contact info. So you know who has been in their house. This will impress a lot of Sellers whose experience is meeting Agents at opens that don't engage the Guests.

Open House Preparation 18 Tips for the Owner

Please take a moment to go through this checklist to prepare your home for the Open House. The more you can do, the greater the chance of attracting a Buyer eager to pay the best price. As you do these things, look at your home as if you were the Buyer!

- _____ **Yard neat, lawn mowed, shoveled if necessary**
- _____ **Walk way/ entrance/ porch, clean and uncluttered**
- _____ **Garage tidy**
- _____ **All rooms tidy-dust and polish**
- _____ **Remove excess knickknacks and furniture**
- _____ **Floors vacuumed or washed**
- _____ **Beds made**
- _____ **All lights on**
- _____ **Curtains and blinds left open**
- _____ **Home Computers turned off**
- _____ **Kitchen clean-sink and dishwasher empty, counters clear**
- _____ **Take out trash**
- _____ **Closets neat**
- _____ **Bathrooms clean and clutter free**
- _____ **Pets and related items removed**
- _____ **Cars removed or parked elsewhere**
- _____ **Minor repairs made**
- _____ **Owner and family members absent**
- _____ **Remove valuables**
- _____ **Tag Large Items not included in sale**
- _____ **Deodorize**
- _____ **Start a fire (optional)**
- _____ **Other _____**
- _____ **Other _____**
- _____ **Other _____**

DATE: _____

TIME: _____

30 Minute Count Down

- ✓ Get there early.
- ✓ Open Curtains, Blinds, etc
- ✓ Turn on most if not all lights!!!
- ✓ Make Beds, if necessary
- ✓ Clear counter tops, if necessary
- ✓ Pick up dust balls
- ✓ Check for unpleasant odors. Easy Bake Cookies, Lemon/Orange in disposal
- ✓ Empty Cat Litter
- ✓ Turn off the TV. Turn on soft music.
- ✓ Whatever it takes as long as you don't upset the Seller
- ✓ Put out signs, more is better all the way from the main thoroughfare

Agent Open House Tool Kit

Below is a list of items that can be kept in a bag in your trunk. It is ready to go for each Open House with minimal preparation. Then you find a list of items that should be completed before the open and also a list of ideas to have on your laptop on a table.

Air freshener	Paper Towels/Rags/Windex
Flashlight	Handyman Tools
Light bulbs	Antibacterial Wipes
Scented Candles	Gloves
Easy Listening Music	Shovel/Broom/Rock Salt
Toilet Paper (vacant house)	Rubber/Plastic Floor Mat

Laptop Ideas

- ✓ House Tour, Other houses tour, PPT of your work, how to buy, finance, etc.,
- ✓ Opportunity to link to (Web Support) Web Links
- ✓ Free Neighborhood market update – new to market
- ✓ CMA
- ✓ Market Data: Number of homes sold, days on the market, average selling prices and other relevant housing data.

Going the Extra Mile

When you implement these additional ideas, often potential Sellers will be impressed with your creativity and effort and will choose you to be their Realtor. You turn holding opens into an annual campaign that generates a dependable flow of leads, initial appointments, sales and listings.

Send invitations to the neighborhood.

Invite people in your sphere of influence who live in the area, target markets.

Ask the Sellers if they would like to invite the people on the block or in their lists and social media.

Cue Cards That Amuse, Motivate, and Create Your Brand

Put out signs that indicate special features. These are fun. They distinguish you and make it easier to engage the Guests and get appointments with them.

“Look down, hardwood floors.”

“Walk in closet, walk in.”

“Gas fireplace, push this button.”

“New Energy and Cost Saving Pella Windows’

“Peak around the corner for the Jacuzzi Bath”

“High Energy Efficient Furnace”

“Wow-Central Vacuum “

“Cool Intercom”

“Wood burning fireplace”

“New highest quality thermo-pane windows”

“Look down ... Italian marble”

Real Agent (Irene's) Script

Normal signs, Normal ads

Greet at the door very warmly, *"Hi, how are you, c'mon in."*

Shake their hand and introduce yourself, *"I'm Irene."*

"Gosh, it's a beautiful day." "Oh, another rainy day, I'm glad you came out."

If they have children, *"What beautiful blond hair." "What grade are you in?" "What a beautiful dress you have on." "Oh, I have grandchildren, Tatiana is six, and Xavier is two, how old are you."*

"Are you from the area?"

If from the area. *"Did you grow up in the area?"*

"Oh, I went to school here, my children are all here and I specialize in Mendon (area)."

"I'll have you sign in." Sign in book on the kitchen table. Lead them to the book. Point to the book and show them where to sign in.

"While you're doing that I'll put together some information for you." Put together MLS printout, brochure, personal brochure with business card in plain white envelope so when they get in the car they see it. Give them the information. She keeps busy while they finish filling out all the information in the book so they don't feel rushed.

When they leave she adds notes to the book, like "children had pink dress" Don't call, not nice, something to remind her of them, "Nice guy with big glasses, going to soccer game."

If other people coming then off to greet others,

If no others point out property lines or what they have done, or features.

"Go ahead look through everything, make yourself at home, I won't follow you around, we can chat afterwards if you like"

Leave them alone,

Stay near the door, *"Any questions, thoughts,"* if they pause, ... whisper *"Tell me what you honestly think."* And wink a little

When they say, *"too small"* or *"hate the house"* if they answer you're on your way.

If they say, *"Not what we're looking for..."* *"What are you looking for, I may have something or I may know of something, you know what, I'll give you a call, either this evening or tomorrow."*

If they say, *"they say they like it not quite sure..."* *"How long have you been looking?"*

If 3 years just something to do on a Sunday, make a note not serious

If they like it, *"Are you working with an Agent?"*, if yes, she writes it down and calls the Agent.

If, no, *"I will call you later on..."*

Real Agent (Irene's) Script

(Continued)

If they love the house, ... Don't act shocked even though inside your going "Oh yeah baby. Looks at watch, *"I can meet you back at my office in an hour, I can pull comparable properties that have sold, (if asked) I never know what my sellers will accept. "We can sit down, answer your questions, and write an offer if you like."*

She does not ask for an appointment. She does let people know she is going to be calling

Call back

Hi, this is Irene .. REALTOR®

You came through my open is this a good time to chat... always...

Sometimes references the notes made, "Where did you end up going for dinner ... How was the ball game. Some kind of small chat

"I always like to follow up, It was nice meeting you, thank you for coming through, I always like to check back to see if there is any further interest in the property

If there is, make appointment to go back and look at it

If not ... there are quite a few other properties on the market tell me what you are looking for?

They want to stay in area.. village, town, acreage? Public water, well... do you have preference, that may dictate where you want to be looking.

In village, walking distance to village? Older home, new home, ... style.

You know what, what would work best if we just get together, sit down and go over exactly what you are looking for, then I can also put you on my direct e-mail service of new properties that come on the market.

When we sit down share that they under no obligation... everyone works with them.

Open House Host(ess) Follow-up Script

"Hello, is this? (their name)"

"Were you out looking at open houses on Sunday (or yesterday if you call on Monday)?"

You met my Open House Host(ess) at (address of the open).

"This is (your name) from (your company). Do you have a moment?"

"(Host(ess) name) met you at the house on (Street). Are you looking specifically in that price range, in that neighborhood, or what actually attracted you to that house?"

If they answer, you are on your way to converting the call. If they are resistant, trust your instincts and you may want to just thank them and say good bye.

Open House Call Back

You should seldom use this script. Instead, engage the Guests as they go through your open. Use the lead conversion scripts to ask them for an appointment at the open. Use the following script to call back when you have so many people at your open that you are not able to engage them all or, for some reason, you do not engage every Guest. Call-backs should be made the same evening as the open, not later than the following evening.

In the open, make detailed notes about the Guests. You want to be able to picture them and recall any comments made or behavior observed that makes you more comfortable and credible in your conversation with them.

A: (Enthusiastically) Hello, (their name)?

C: Yes, who is this?

**A: This is (name), with My Real Estate Company. We met yesterday at (address), in (town).
If I recall correctly, you were looking for a larger master bedroom. Do you remember?**

C: Yes.

A: How was your afternoon visiting opens yesterday, anything promising?

C: No, we are not that serious right now and we are not interested in talking to an agent.

A: I can sure understand that. I talk to agents all the time, so I know the feeling.

Why are you guys even thinking about a move right now?

C: (Answer)

A: The house on Blank Street is priced at \$249,000, are you looking for something more or less than that?

(Continue to follow the script for exchanging information.)

If you are committed to working with buyers, and you have determined that the buyer you are speaking to is A quality (motivated, qualified, with urgency) then leave the door open for a future call back.

A: Would you mind if I stayed in touch once in a while and kept you up to date on new houses coming up for sale, mortgage changes, you know, anything that would be helpful to you?

C: Sure

Then call back with information on houses, mortgages, closing costs, inspections, lead paint, and any other aspect of the process. At the call back tell them that you have a comprehensive packet of all the latest information that you could provide to them. Set an appointment. Constantly evaluate these leads. As soon as you lose confidence or motivation to call one back, either, call them one last time and directly ask for an appointment or stop calling and throw away the lead.

Marketing an Open House

The purpose is to build traffic and enhance your visibility as an area expert
REMEMBER: What you do to promote an Open House represents you.

Methods

Traditional

- Mail invitations - Postcards
- To the block and beyond - Neighbors
- To your Sphere of Influence and past Clients
- To neighborhoods priced 50% to 70% below the listing's price
- Door Hangers
- Hand Written Notes
- Other

Web

- Your site
- Company Site
- Association Site
- Vendor Sites
- Internet Promotion
- E-mail Blasts
- Other

Social Media

- Facebook
- Twitter
- LinkedIn
- Blog
- Other

Guest Concerns

- **Listen + 4**
- **Agree**
- **Confirm**
- **Continue with switch properties or lead conversion script**

When a Guest expresses an objection or a concern first listen, let them finish plus allow them four seconds for them to tell you more. (This is too small.)

Then agree, do not argue. (Yes, it is only 1400 square feet)

Confirm (So you are not interested in this home, correct?)

Have you seen (switch properties)

So, are you looking for something with more bedrooms, larger rooms or what would you like in terms of size?

This home is priced at... is that your price range or are you looking higher or lower than that ...

The objection tells you that they are probably real Buyers who don't have an Agent that they trust. They are checking to see if you are sharp enough to know that and you know what to do about it. They don't realize they are doing that. But they are.

Heavy Traffic

When you are fortunate enough to have heavy traffic...

Stand at the door and greet each one the way described earlier. So that you get max contact info and make a great impression.

Sometimes there would be line of them. They will wait, for just a moment until you are ready to greet them. This is your open. You are the host. This is polite host behavior and the Seller wants you to know who has been in their home.

If someone is rude, doesn't want to give you information, or just in a hurry. As long as they look safe, let them go through. Fortunately, there was never anyone that looked scary or dangerous.

Watch for the Guests that you think has the best potential for either buying the house or becoming a Client. Look at how comfortable they are with you, how carefully they look at the house. Spend time with the comfortable ones, if you have time. Otherwise make good notes.

If you anticipate a lot of traffic, bring a greeter who backs you up by greeting Guests at the door and getting the Guest information while you are engaging others.

Top 12 Tips for Effective Open Houses

1. Have the Seller make the house look its best.
2. Send invitations to portions of your Sphere of Influence/Active Clients and Farm Residents. Ask the Sellers if they would like to invite the people on the block or in their database.
3. Turn on every light. Open every curtain. Make the house look, smell and sound great.
4. If you have to, do some tidying up yourself.
5. Bring fact sheets, switch properties, closing cost worksheets, business cards, personal brochures, laptops, a sample purchase offer, and anything that makes the Buyers pause.
6. Consider posting some professional looking small placards with notes like:
 - * New energy and cost saving Windows
 - * Trash compactor
 - * Peek around the corner for the Jacuzzi bath
 - * Central Vacuum
 - * High energy efficient furnace
 - * Intercom
7. Put different groups of switch properties on the dining room or kitchen table in order of location, price, style, and any other feature that may be an attraction to Buyers of the subject property.
8. Ask for an appointment at the open house! Ask each Guest to meet with you to discuss helping them in their efforts to find, finance, and purchase their next home. Here's how.
9. Greet each buyer. Thank them for coming. Tell them your name and offer your hand. Offer a fact sheet. Briefly describe one or two key items about the house and tell them to feel free to wander on their own. Then say, "*For the owners, may I have your name please? And your phone number please?*" Or, ask them to sign an Open House Register or complete a registration card.
10. Let them wander. Give them some space and time. Then catch up to them, and ask: "*Do you guys live in the area or are you thinking about buying around here?*" If they are Buying ask the first alternative choice question from the lead conversion conversation.
11. Write private, detailed notes so you can recall them.
12. Follow up with 24 hours, preferably later the same day.

Open Houses: Capture Clients on the Spot

Six Rules that Turn Holding Opens into a Dependable Flow of Income

Rule Number One: Never Call People Back.

That's right. Instead of calling people back, say whatever you have to say at the open house.

Discuss whether they are interested in the property... at the open. Discuss what else may interest them... at the open. Ask for an appointment ... at the open house. Whatever you would say when you call back, say at the open instead. At the open, face to face you make a stronger impression. You save time. And, let's be honest, most Agents aren't very conscientious about calling back. Many of you will capture business that has been escaping you.

When you have so many people at the open that you can't take time to engage each of them is the only time that it makes sense to call people back.

Use the open house scripts and method provided in this article and you will capture more than ten percent of open house Guests to work exclusively with you. You will capture over fifty percent of Guests who are not already committed to another Agent. This is a big promise and one that has proven itself in dozens of markets across the country using these rules, scripts and approaches.

Rule Number Two: Engage People At the Front Door.

Lock the door. Neither you nor the owners want people walking in unannounced.

Greet people at the door.

Welcome and thank them for coming.

Hand them information on the property.

As they look at the information tell them about a special feature or two that they may want to notice as they go through the property.

Ask for their name and phone number or ask them to fill out an *open house register*. (Following article)

If they decline to give you their contact information and they appear safe; let them in. You will find that most Guests provide their contact information simply because you ask.

Finally, as they are entering the property explain that there is some information on the dining room or kitchen table that may be of interest to them. (See next rule.)

Rule Number Three: Stage the Dining Room or Kitchen Table

On the dining room or kitchen table put a variety of items that capture the Guests attention, make them pause to look at them, raise their respect for you, and encourage them to want to speak with you. You will put a bold label on each type of information, printed with twenty four to forty-eight point font, to capture Guest's attention as they walk by. (*Kitchen/Dining Room Items of Interest, following article*)

Rule Number Four: Make a Strong Appointment at the Open

As Guests pause or after they have wandered on their own for a bit, catch up to them and engage them in the most successful and effective lead conversion conversation possible. (Lead Conversion Conversation, following article)

You may notice that the attached script and approach implies that you have a Buyer appointment where you sit down with the prospective Buyer and do the things described.

Rule Number Five: Develop a Buyer Presentation.

An effective Buyer presentation takes about an hour and saves you dozens of hours, reduces the number of properties you show, and more. It educates the Buyer, creates confidence and loyalty, makes the Buyer apprehensive about working with any other Agent, answers all the Buyer's questions, even ones they didn't know to ask, and leaves the Buyer with just one question. "Which house?" This type of Buyer presentation raises the level of motivation and urgency which is the definition of an "A" Buyer.

There are loads of benefits to you, the Agent, in conducting a strong Buyer presentation. The top three are that you get more referrals more quickly, you distinguish yourself as a top Agent regardless of your production, and you create a relationship of trust that leads the Client to cooperate with you during all the negotiations and challenges that will occur.

Rule Number Six: Choose Your Opens Instead of Having Them Chosen for You.

Only hold good open houses. What is a good open? It is one where Guests will show up. How do you know? Good opens are normally, newer on the market, priced well and easy to access from main roads.

Do your best not to hold opens just because the Seller wants it or another Agent asks you.

Rule Number Seven: Do All the Normal Stuff. Really Do It.

Have the Seller prepare the house to look its best outside and in; trim, un-clutter, clean, shampoo rugs, fresh paint, etc. Get there early. Turn on all the lights. Open the curtains. Check for unpleasant odors.

You may choose to do more. Send invitations to the neighborhood and to your sphere of influence that live in the area. Make the house smell good. Play soft music. Clean up; make the beds; set the table, etc, if the owner hasn't. Put out signs that indicate special features, "Look down, hardwood floors." "Gas fireplace, push this button." "Walk in closet, walk in." These are fun. They distinguish you and make it easier to engage the Guests and get appointments with them.

You may have other things you know to do. The key is to actually do them. When you invest more of your time and energy in the open, you are more motivated to follow the first four rules above and turn holding open houses into a dependable flow of leads, adds to your confidence, and adds a dependable flow of income to your wallet.



C.C.L.O.A.D During An Open

C-Care

C-Confidentiality

L-Loyalty

O-Obedience

A-Accounting

D-Disclosure

CARE - The standard of care expected of a buyer's or seller's Real Estate Broker is that of a competent Real Estate professional. An Agent is considered to have skills and expertise in Real Estate matters superior to that of the average person.

CONFIDENTIALITY - An Agent is obligated to safeguard his/her principal's lawful confidences and secrets. Therefore, you must keep confidential any information that may weaken a principal's bargaining position.

LOYALTY - The duty obligates an Agent to act at all times, solely in the best interests of the principal, excluding all other interests, including that of the Broker.

OBEDIENCE - An Agent is obligated to promptly and efficiently obey all lawful instructions of his/her principal that conform to the purpose of the agency relationship.

ACCOUNTING - The duty compels a Real Estate Agent to safeguard any money, deeds, or other documents entrusted to them relative to their client's transactions of affairs.

DISCLOSURE - The duty includes any facts affecting the value or desirability of the property, as well as any other relevant information pertaining to the transaction, such as the other party's bargaining position, the identity of all potential purchasers, information concerning the ability or willingness of the buyer to offer a higher price, any intent to subdivide or resell the property for a profit.

As you apply these skills, do so with complete respect for your agency relationship and the six fiduciary obligations you owe your Client.

REALTORS® pledge themselves to protect and promote the interests of their Client.

This obligation to the Client is primary, but it does not relieve REALTORS® of their obligation to treat all parties honestly.

Article 9 that reads... The REALTOR® for the protection of all parties shall assure whenever possible that all agreements related to Real Estate transactions are in writing.

Open House Safety Checklist

___ Police Check-in

Call the local police department and ask them to have a squad care drive by during your open-house hours.

___ Cell Phone Strength

Check your cell phone's strength and signal prior to the open house. Have emergency numbers programmed on speed dial.

___ Escape Routes

Determine several "escape" routes that you can use in case of an emergency. Make sure all deadbolt locks are unlocked to facilitate a faster escape.

___ Lights On, Curtains Open

Turn on the lights and open the curtains. These are not only sound safety procedures, but also great marketing tactics.

___ Stay Behind and Between

Always walk behind the prospect. Direct them; don't lead them. For example; "The kitchen is on your left" Then gesture for them to walk ahead of you.

___ Notify a Friend & Touch

Notify a friend or a relative that you will be calling in every hour on the hour. And if you don't call, they are to notify the police immediately.

___ Jot and Log

When prospective buyers begin to arrive, jot down their car descriptions, license numbers and physical descriptions.

___ Meet the Neighbors

Inform a neighbor that you will be showing the house and ask if he or she would keep an eye and ear open for anything out of the ordinary.

___ Check All Rooms

Check all rooms for someone who might be in the house.

***Taken from JustBeSafe.com by Andrew Wooten (Friend of Rich)**