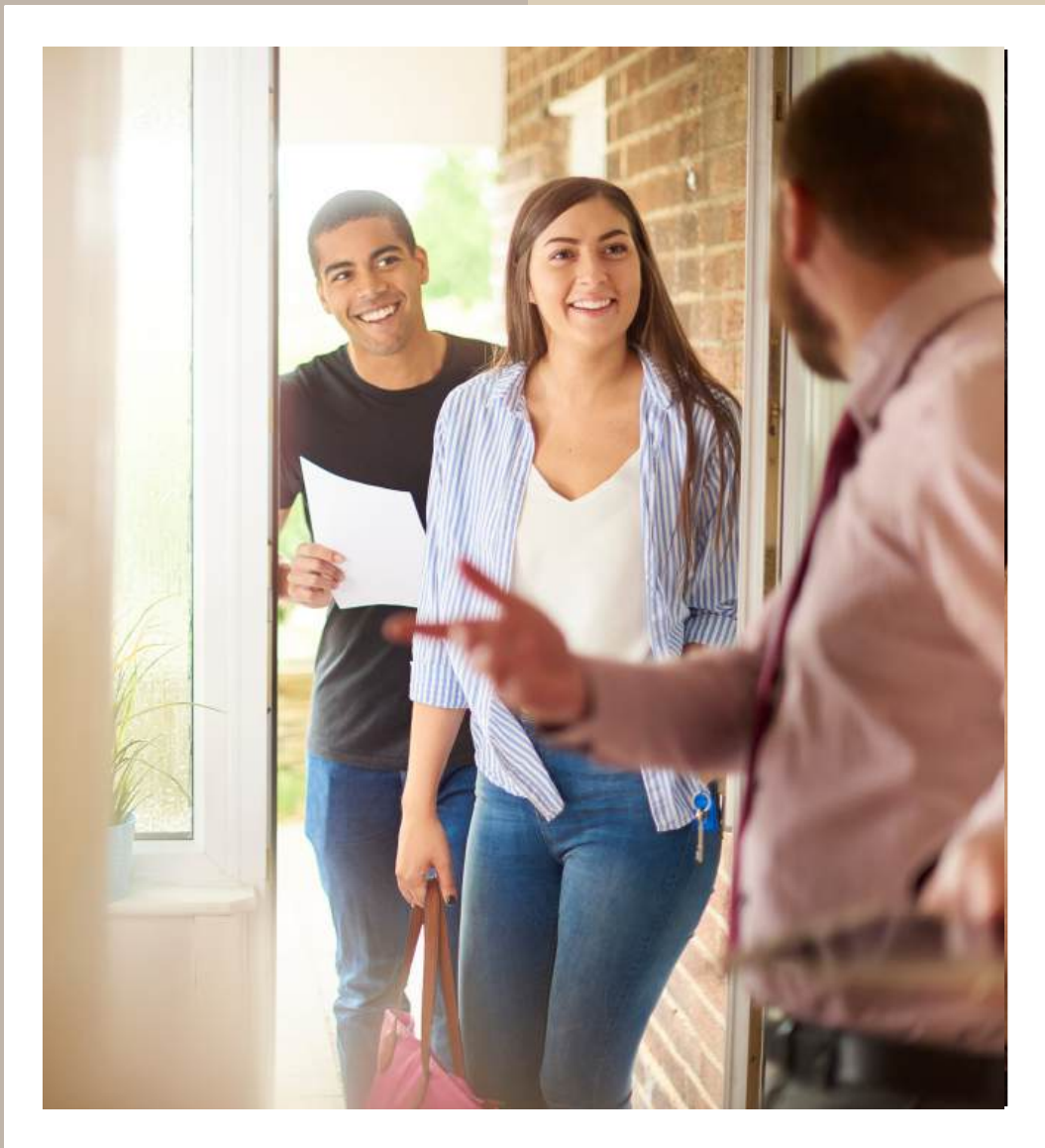


STRATEGY FOR ELEVATED OPEN HOUSES



**Marketing Your Listing While Unlocking New
Listings & Buyers For Your Pipeline**

Jennifer Birkle

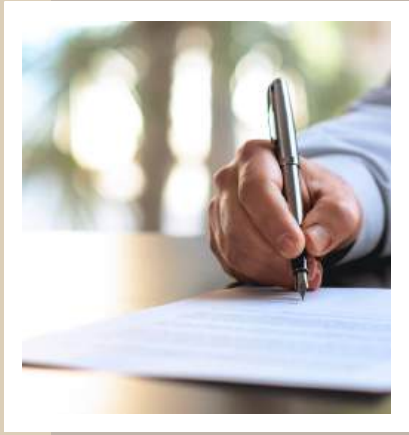


**"DO WHAT YOU DO SO WELL THAT THEY
WILL WANT TO SEE IT AGAIN AND BRING
THEIR FRIENDS." - WALT DISNEY**

Open houses are not just about opening doors to potential buyers; they're about opening a world of opportunities for realtors. This guide aims to transform how you view and conduct open houses, turning them into a powerful tool for gaining listings and attracting buyers. At Texas Legacy Realty, our goal with every open house is to get one other listing in the neighborhood and one to three additional buyers that we can work with in the future. Here's how we achieve it...

MINDSET & PREPARATION

OVERCOMING COMMON FEARS



Fear: "I can't get anyone to sign in."

Reality: With the right strategy, every visitor can be a potential lead.



Fear: "I don't have my own listings."

Reality: Partner with colleagues or leverage your network to find available listings.



Fear: "Everyone already has an agent."

Reality: Many visitors are in the early stages of buying or selling and are open to finding the right agent.

GET EXCITED!

View each open house as a unique opportunity to meet potential clients, showcase your expertise, and build relationships that could lead to future business.



BUDGET & PROMOTION

BUDGETING BASICS

Allocate your budget for:

- Marketing materials
- Professional signage
- Refreshments
- Door prizes

Invest time in promotion through door-knocking and engaging with the community.

Promotion Is Key

- Use social media and real estate platforms to create buzz.
- Door-knock in the neighborhood to personally invite residents.
- Engage with community events to spread the word.



EXECUTION EXCELLENCE:

SIGNAGE & SETUP



Strategic Signage

Place eye-catching signs with clear directions at key intersections and roads leading to the property. Use large flags or banners near the property for added visibility and to create a sense of eventfulness.



Professional Presentation

Ensure signs are professional and reflect your branding. This enhances brand recognition and builds trust.



Engagement

A friendly smile and wave to passersby can make a significant difference. It adds a personal touch and makes people feel welcomed.



Property Readiness

The property should be clean, decluttered, and well-lit. Create a welcoming entryway to make a great first impression.

Business Impact

These efforts not only improve the success of each open house but also positively affect your business reputation, leading to more listings and successful transactions over time. Demonstrating commitment and attention to detail builds trust and encourages word-of-mouth recommendations.

AREA & CRITERIA SELECTION:

CHOOSING THE RIGHT PROPERTIES

High Demand Areas:

Properties located in sought-after neighborhoods naturally attract more interest. These areas are characterized by their popularity, excellent amenities, schools, and overall desirability. An open house in such a location is likely to draw a larger crowd, simply due to the high interest in the area.

Unique Selling Points:

Properties that offer something unique, whether it's architectural charm, an unusual feature, or a fantastic view, can also attract more visitors. These unique selling points make the property stand out in the market and can be a major draw for potential buyers looking for something special.

Collaborating With Fellow Agents

If you don't have listings in high-demand areas or properties with unique features, collaborate with colleagues who do. This can be mutually beneficial; you gain access to prime properties for hosting open houses, and the listing agent benefits from increased exposure and assistance in marketing the property.

Familiarity With The Neighborhood

Hosting an open house in a neighborhood you're well-versed in gives you a competitive edge. Familiarity allows you to speak confidently about the areas, benefits, amenities, and community making you a valuable resource to potential buyers. It also helps in answering any questions with visitors may have about the local lifestyle schools and services thereby enhancing their open house experience.

Timing The Open House

Pairing With Opening Weekend/New Listing: Scheduling an open house to coincide with the listings opening weekend can capitalize on the initial surge of interest. This is when curiosity about the property is at its peak, attracting more potential buyers.

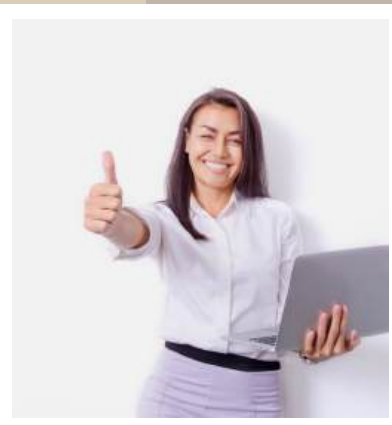
Capitalizing On Pricing Reductions:

Similarly hosting an open house shortly after our prize reduction can draw attention to the property. A significant price trap can reinvigorate interest among buyers who may have previously overlooked the property or considered an outside their budget.

Strategic Benefits

By combining these strategies, you not only increase the chances of a well attended open house, but also enhance the potential for quick offers. A well timed open house and a desirable location or with a unique property can create a sense of urgency among buyers potentially leading to competitive offers.

Moreover, hosting successful open houses in high demand areas or with uniquely appealing properties, reinforces your reputation as a knowledgeable and effective real estate professional contributing to future business opportunities and referrals



WINNING OVER POTENTIAL CLIENTS

PROFESSIONAL PRESENCE

Dress For Success

Professional Image:

Your attire is often the first thing noticed by open house visitors. Dressing professionally not only reflects your respect for your clients and the seriousness of with which you approach your job, but also sets a tone of authority incompetence whether it's a suit, a business casual outfit or attire that matches the style of the property (more upscale for luxury properties), your appearance should inspire confidence in your ability to handle their potential transaction with professionals

Adapt To The Property Style:

Matching your dress style to the type of property being showcased can enhance relatability and appeal. For instance, your attire for beachfront property open house might be different from that of a downtown luxury condo. Adapting your style accordingly can make you see more in tune with a property's lifestyle, further impressing the potential buyers.

Wearing A Name Badge For Easy Identification

Immediate Recognition:

A name badge serves as an instant, introduction, allowing visitors to immediately identify you as the hosting agent this removes any potential awkwardness for visitors, wondering who to approach with questions and signals your availability and willingness to engage

Personal Connection:

Seeing your name can make interactions feel more personal from the outset. A name badge also makes it easier for visitors to remember your name fostering a sense of familiarity and comfort during conversations.

Professionalism:

A name badge, especially one that includes your brokerage logo, enhances your professional image. It signals a level of preparedness and attention to detail that reassures potential clients they are dealing with a professional in the industry.

Having Business Cards Readily Available

Easy Sharing Of Contact Information:

Business cards remain one of the easiest and most effective way to share your contact information, encouraging visitors to take a card, even if they're not immediately interested in the property ensures they have a way to reach out to you for future inquiries.

Encourage Follow Up:

Handing out a business card can serve as a physical reminder for potential clients to follow up with you. It's not just about making an initial connection. It's about laying groundwork for future communication.

Branding:

Business cards can be a powerful branding tool. Well-designed cards that reflect your personal brand and the brand of your brokerage can leave a lasting impression reinforcing the professional image established through your attire and knowledge.



Marketing Mastery

Highlight The Open House:

Ensure the open house details are prominently featured in the MLS listing include the date time and any special incentives or features (e.g., refreshments, giveaways) to entice attendees.

Update Photos and Descriptions:

Refresh your listing with new, high-quality photos and an engaging description to reignite interest among those monitoring listings in the area.

Utilize MLS Tools:

Some MLS platforms allow you to highlight open houses or send notifications to agents and buyers who have shown interest in similar properties. Make full use of these tools to increase visibility.



Social Media and Video

Teaser Videos:

Create a teaser video for the open house showcasing the property's best features. Share this video across your social media channels, including Instagram, Facebook, and X (Twitter) to generate excitement.

Live Previews:

Consider doing a live video tour on social media in the days leading up to the open house. This allows you to engage with viewers in real time, answer questions, and remind them about the upcoming event.

Facebook Event:

Create a Facebook event for the open house. Provide all the necessary details and share engaging content regularly to keep potential attendees interested. Use this platform to answer any questions and confirm attendance.

Facebook Invitation

Broad Invitation:

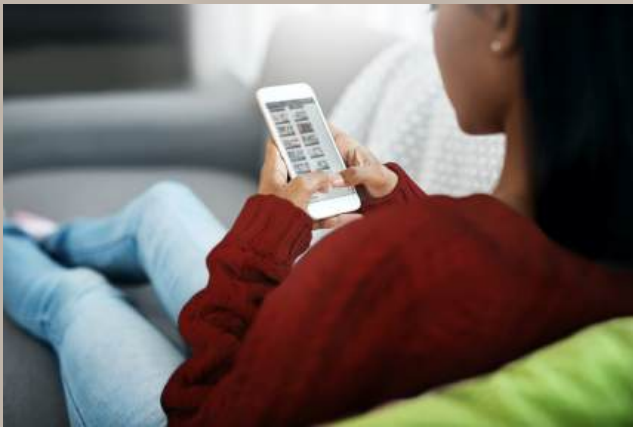
Use the created Facebook event to invite your followers and encourage them to share the event with their network. This broadens your reach beyond immediate connections.

Targeted Ads:

Leverage Facebook's advertising platform to target local audiences or showing interest in real estate within the area. Tailor your message to highlight the unique selling points of the property in the open house.

Engage and Update:

Regularly update the event page with more details, sneak peaks, or testimonials about the property and neighborhood. Engagement keeps the event top of mind for potential attendees



Door-Knocking

Personal Invitations:

Door-knocking allows you to personally invite neighbors and locals to the open house. This personal touch can increase interest in attendance, as neighbors may know someone looking to move into the area.

Leave Behind Material:

Prepare door, hangers or flyers with open house information, including QR codes linking to the social media event page or video tour. This insures, even those not home at the time of your visit, receive the invitation.

Local Insight:

Use these face-to-face opportunities to gather insights about the community and answer any immediate questions about the open house or property. This information can be invaluable and tailoring your pitch to your potential buyers.



FOLLOW-UP & PERFORMANCE

LEAD CAPTURE & FOLLOW-UP

Make It A Seamless Part of the Welcome Process

- Greet Every Guest: A personal greeting not only makes guest feel welcome, but also naturally leads to the sign in process. Have your sign in station prominently placed near the entrance.
- Explain the benefits: Briefly explain the benefits of signing in, such as receiving more detailed information about the property, updates on similar listings, or answers to any question they might have after their visit.

Use Technology To Simplify The Process

- Digital Sign In Sheets: Use a tablet or laptop for digital sign in. Digital forms are often quicker to fill out and could be more appealing to tech savvy visitors. Plus, they ensure you collect eligible and organized information.
- QR Codes: Display QR codes prominently around the open house. When scanned, these codes can direct guest to digital sign in sheet, a video tour of the home, or more information about the property. Mentioned that scanning the QR code is a quick way to receive additional resources or exclusive details.

Offer Incentives

- Giveaways or Drawings: Offer an incentive for signing in, such as entry into a drawing for a gift card or a home related product. Make sure the prizes enticing enough to encourage participation.
- Immediate Value: To send them updates on listings that meet their specific criteria or early notifications about upcoming listings before they hit the market.

Make Privacy a Priority

- Assure Privacy: make it clear that their contact information will not be shared and will only be used for the purposes. They've agreed to. Privacy concerns are a big reason people hesitate to provide their contact information.

A close-up photograph of a clipboard with a checklist. The clipboard has a silver clip at the top left. A black pen lies diagonally across the top right. The checklist is on a piece of paper with a light blue background and a vertical orange line. There are four circular checkboxes, each containing a black checkmark. The text 'OPEN HOUSE SUCCESS CHECKLIST' is overlaid in large, white, bold, sans-serif capital letters with a slight drop shadow.

OPEN HOUSE SUCCESS CHECKLIST

Pre-Event Preparation

- **Select The Right Property:** ensure the property isn't under desirable location or has unique features that will attract visitors.
- **Partner Up:** If you don't have a listing, partner with a colleague who does. Offer to host their open house and exchange for a split of potential elite.
- **Budget Planning:** Allocate funds for marketing, signage, refreshments, and a door prize. Don't forget to consider the value of sweat, equity and promotional efforts.
- **Marketing Material Creation:** Design and print, high-quality brochures, flyers, and business cards. Include high resolution images of the property, keep features, and your contact information.
- **Digital Marketing:** Schedule, social media post and email blast leading up to the event. Consider a teaser video tour of the property to generate interest.
- **Community Engagement:** In the neighborhood to personally invite residence, attend community event events in the week leading up to the open house to spread the word.
- **Signage Setup:** Where to place house signs for visibility. Ensure you have enough signs to leave visitors from nearby major roads to the property.
- **Property Preparation:** Work with the sellers to ensure the property is in pristine condition. This includes cleaning, decluttering, and staging the home.

During The Event

- **Professional Attire:** dress appropriately for the event, ensuring the present a professional image.
- **Warm Welcome:** Greet each visitor with a smile and a warm welcome offer them refreshments and a tour of the property.
- **Engagement:** Engage visitors with insightful information about the property in the neighborhood. You prepared to answer questions and highlight the properties unique features.
- **Lead Capture:** uses sign in sheet or digital tool to collect visitor contact information, making note their interest level on any specific request or needs
- **Live Social Media Updates:** Post live updates or stories on social media to generate additional interest in the success of the event.

Post-Event Follow-Up

- **Immediate Thank You:** send a thank you message to attendees within 24 hours of the event, including any requested information or follow up details.
- **Follow UP Calls or Emails:** Visitors who showed a high interest level, make personalized follow calls or send emails to discuss needs further.
- **Feedback Request:** Send a few back request to understand the house and areas for improvement.
- **Evaluate Success:** Review the number of attendees, the quality of leads generated, and any direct feedback to measure of the events, success and plan for future open houses.
- **Continuous Engagement:** add all leads to your CRM system for continuous engagement throughout newsletters, market updates, and invitations for future open houses.



SCRIPTS

Scripts For Engaging Leads and Asking Questions

- **Initial Greeting:** "Welcome! I'm thrilled to see you today. What brings you to our open house?"
- **discovering Needs:** "What specific features are you looking for in a home? Are there must-haves that you can't live without?"
- **Understanding Motivation:** "Are you currently in the market to buy, or are you just getting a feel for what's out there?"
- **Budget Exploration:** "Have you thought about your budget range? Knowing this can help us find the perfect match for you."
- **Timeline Inquiry:** "What's your timeline for moving? Are you looking to move quickly, or are you more flexible?"
- **Location Interest:** "Is there a particular area you are interested in? What do you like about that area?"
- **Property Size:** "How many bedrooms and bathrooms are ideal for you? Are schools, parks, or local businesses important to you?"
- **Lifestyle Questions:** "Are you looking for a home with investment potential, or is this primarily a place for you to live and enjoy?"
- **Downsizing or Upsizing:** "Are you looking to downsize or perhaps need more space? What's driving your decision?"

Scripts For Handling Objections

- **No Immediate Buying Intent:** "That's completely fine. Many of our visitors today are here to gather information. What features do you think your future home must have?"
- **Already Working With An Agent:** "It's great to hear you have representation! If you have any questions or need a second opinion, feel free to ask. I'm here to help."
- **Concerns About Financing:** "Financing can be a big step. If you'd like, I can introduce you to a mortgage advisor who has helped many of our clients find excellent options."
- **Looking For A Better Deal:** "Understanding your budget is key. I strive to match my clients with the best value for their investment. Can I keep you updated on properties that meet your criteria?"
- **Not Ready To Buy:** "Taking your time is important to make the right decision. Would you like to stay informed about the market and available homes?"
- **Preferring a Different Location:** "Location is crucial. Can I note down your preferred areas and let you know about upcoming listings there?"

Scripts For Handling Objections

- **Seeking Different Features:** "Each home has its unique charm. What specific features are you looking for? I can help you find home that matches your criteria."
- **Hesitation About The Market:** "It's normal to feel uncertain with changing market conditions. Would you like to receive updates and insights to help you make an informed decision?"
- **Comparing Properties:** "Comparing different homes is a smart approach. Can I provide you with a comparison of properties that interest you?"
- **General Skepticism:** "I understand that this is a big decision. What are your main concerns? I'm here to provide you with all the information you need to feel confident and secure."

LOOKING FOR A BROKERAGE TO CALL HOME?



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