

# SO YOU WANT TO HOLD AN OPEN HOUSE?

## MAKE YOUR TIME SPENT COUNT

**YOU ARE ABOUT TO SPEND 2 HOURS OF YOUR VALUABLE TIME ON A SUNDAY AFTERNOON... YOU CAN SIT AND WAIT FOR LOOKERS TO COME BY, OR YOU CAN BE ASSURED OF A GREAT TURNOUT IF YOU PLAN!!!!!!**

An open house is an effective prospecting tool to secure buyers and future listings, along with impressing your current sellers and getting their property exposed.

### DIVIDE YOUR OPEN HOUSE PLAN INTO THREE AREAS:

1. Preparation
2. Open House
3. Follow-up

#### **PREPARATION**

1. Plan Ahead. Prepare well and follow-up or cancel.
2. Know the property...have all this information regarding home, pool., school districts, taxes, possible financing options, etc..
3. Know the market for the area/neighborhood. Prepare a CMA with complete information on solds, current listings, expired, etc.
4. Distribute a flyer to other agents inviting them to "Preview" during your open house
5. Prepare a "buyer's packet" for handouts. People are more inclined to pick up a packet over an amenity sheet. Include information regarding property, Legacy and you.
6. Prepare a financing sheet to show options with approximate figures.  
Invite the neighborhood to your open house.  
Invite buyer prospects in the same price range.
7. Invite previous clients that maybe ready to "move up".
8. Instruct seller on staging.
9. Consider a drawing/door prize.
10. Scheduled to open houses back to back in similar price range. Invite the first group to your second open house.

#### **OPEN HOUSE**

1. Arrive early. Bring flyers, packets and any documentation you may feel pertinent.
2. Knock on the neighbors door to remind them about your open house.
3. Set out signs, banners, etc.
4. Turn on all lights, open drapes and blinds, if necessary spray room deodorizer or open doors, play soft music in background, Cook hot spiced tea, bread, cookies for aroma.
5. Layout packets, your card, pertinent information regarding house and drawing prize.
6. Invite people to come in, look around, gather their contact info, pick up packet and that you are available to answer any questions. Make them feel comfortable and welcome.
7. Assume that each visitor is a buyer and treat them accordingly.
8. Be sure to ask those interested if they are working with an agent currently.

#### **FOLLOW-UP**

1. Update the sellers on the attendance, response and your follow-up plan.
2. Send a personal thank you notes to all attendees. Invite them to your next open house.
3. Update the neighbors and inform them on attendance, interest and remind them to notify you if they know anyone interested in their neighborhood.