



RECHARGE YOUR OPEN HOUSES

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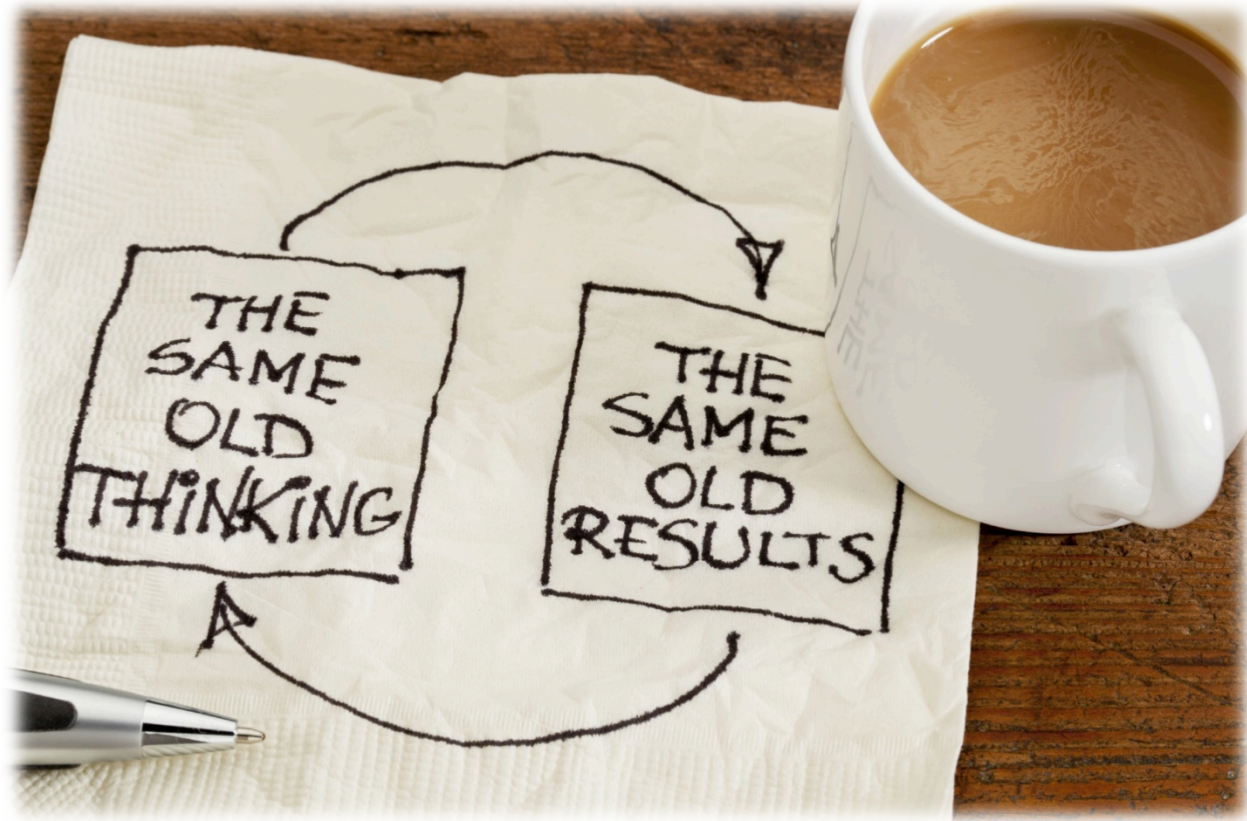


“The difference between try and triumph is just a little umph!”

– Marvin Phillips



MAKE IT AN EVENT!!!









Why Don't People Host Open Houses?

- Not enough time, too many listings
- Bad weather
- Frogger
- Home is “off beaten path”
- Haven't seen results
- Home won't show well
- “They Don't Work”



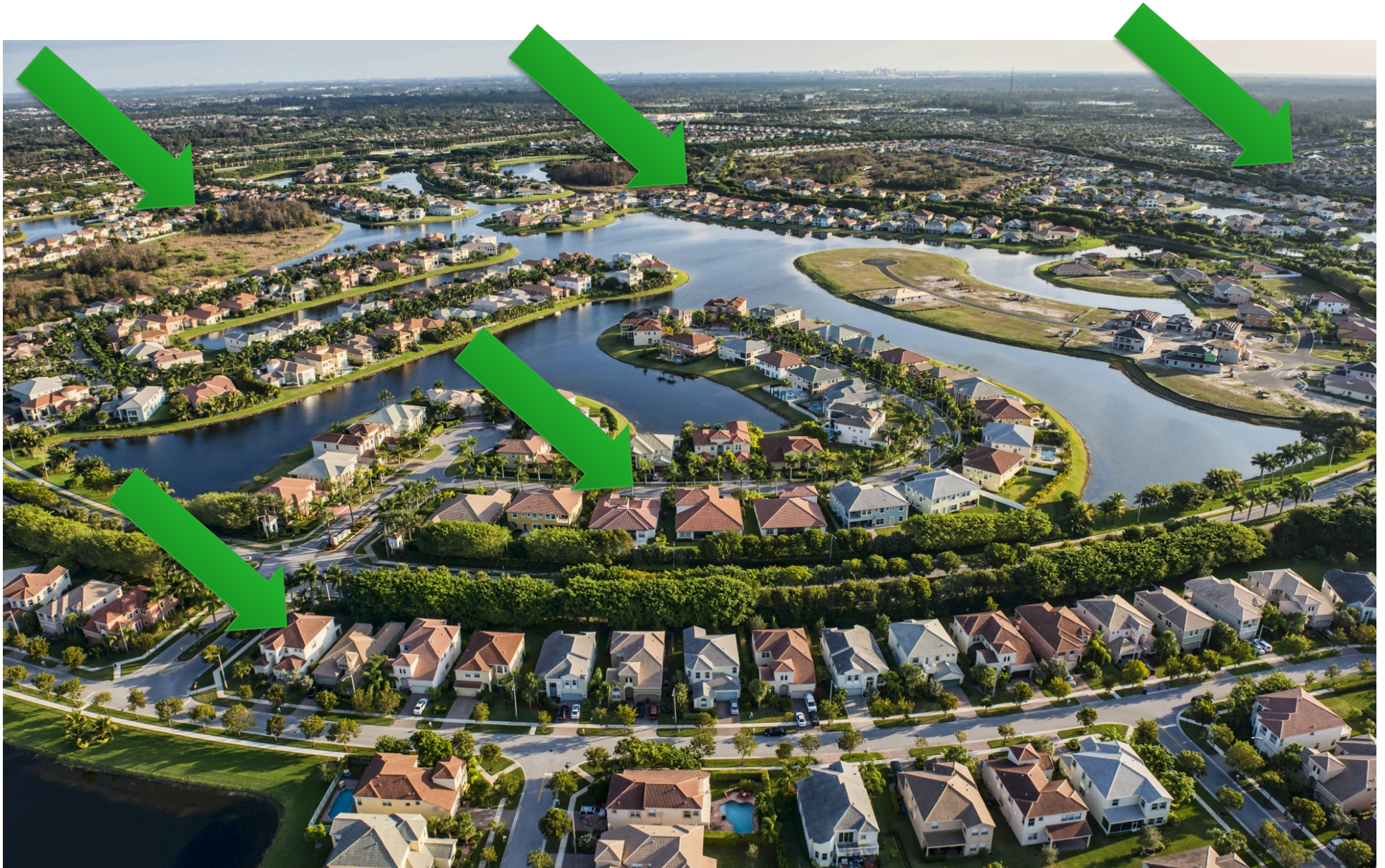


Why to Host

- ✔ 47% of all purchasers attend an open house (NAR)
- ✔ 20% of sales attributed to open house (1 in 5)
- ✔ Enlist the neighborhood
- ✔ FIND PROSPECTS, buyers AND sellers
- ✔ Generate Showings
- ✔ Sellers Expect It



It's a Virtual Office!



Things to Consider Before Hosting an Open House – Selection Process

- ✔ Be sure home is presentable (SPOTLESS)
- ✔ Be sure home is priced right
- ✔ Does the home have good curb appeal?
- ✔ Is it located in high traffic area?
- ✔ Do you know the neighborhood?
- ✔ Take 1-2 weeks to prepare

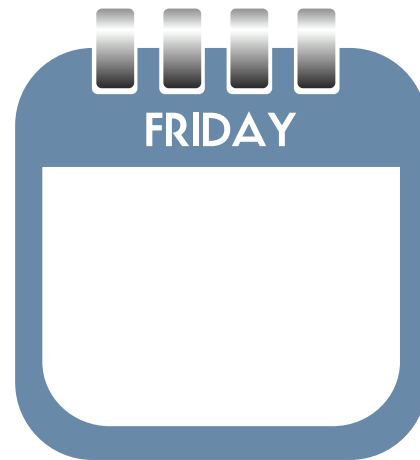
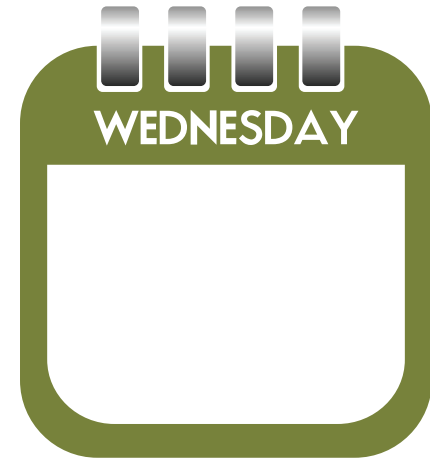
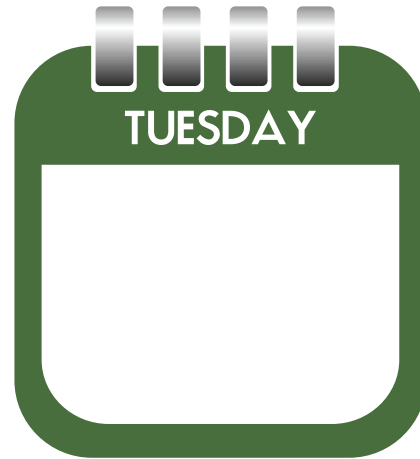
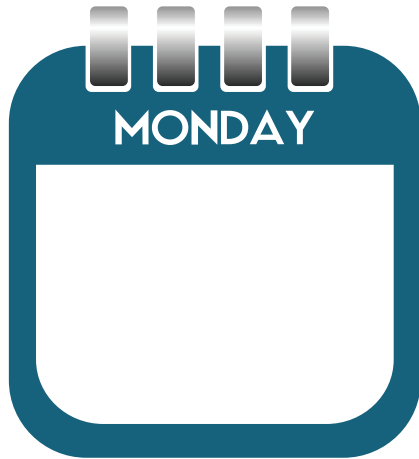


Find The People

- ✔ Social Media
- ✔ Database Marketing/CRM
- ✔ Door Knock/Neighbors
- ✔ Promotion/Contest
- ✔ Strategic Alliances: Enroll your Partners



Your Weekly Schedule



- 🌱 Select your location
- 🌱 Schedule appt. to preview home and surrounding homes
- 🌱 Update all websites with location, date, and time



- Preview Home and Surrounding Homes
- Put open house rider on sign
- Take a quick video during preview of home



- Post video on social media and invite network
- Set up *ustream* link



- Create Digital Marketing Piece
- Invite entire database



- Pick up the phone
- Invite neighbors, current clients, past open house attendees
- Walk the neighborhood (leave invitations)



- Reminder email to database
- Print out flyers, forms
- Plan where you will be placing signs



- Advertise on social media
(use *ustream* link)
- Get the signs and balloons
out early
- Get there early



WHAT TO DO
THE DAY OF



Be Prepared

- ✔ Listing Data
- ✔ School Reports
- ✔ BHG Feature Sheet
- ✔ Neighborhood Info Sheet
- ✔ Costs Sheet
- ✔ App Recommendations
- ✔ Buyer/Seller Packages
- ✔ Open House Tool Box



Be Prepared

- ✔ Safety FIRST
- ✔ Partner Up
- ✔ Limit Attendees
- ✔ Have Greeters
- ✔ No Family Photos



Signage

- VISIBLE
- High Traffic
- ARROWS
- Make it pop...balloons
- Signage Formula: 8 signs, 3 balloons per sign



Curb Appeal

(Assuming client did lawn/garden maintenance)

- NO cars in front!
- Lay down a branded Welcome Mat?
- Utilize a door post (please wait...if you want to limit guests at one time)



Inside The Home: Tantalize The Senses

- ✔ Open all drapery
- ✔ Turn on all lights
- ✔ Soft music
- ✔ Place settings on dining room tables (nice centerpiece)
- ✔ Set the home at a comfortable temperature (2 degrees warmer/colder than usual)
- ✔ Set up visuals



Inside The Home - Cont'd

- ✔ Set up technology (iPad/ Tablet/Laptop) – Apple TV?
- ✔ Snacks? Drinks?
- ✔ Ensure Valuables are locked up (including pharmaceuticals)
- ✔ Lay out registration
- ✔ Scents, up to you but use caution



Game On

- ✔ Greet at the Door
- ✔ Know the Inventory
- ✔ Ask Questions
- ✔ Features/Benefits
- ✔ Obtain Feedback
- ✔ Turn All Lights Off
- ✔ Lock Up



3 Power Questions

- What was it that attracted you to this home?
- Do you have a home to sell?
- Do you want to buy this home?



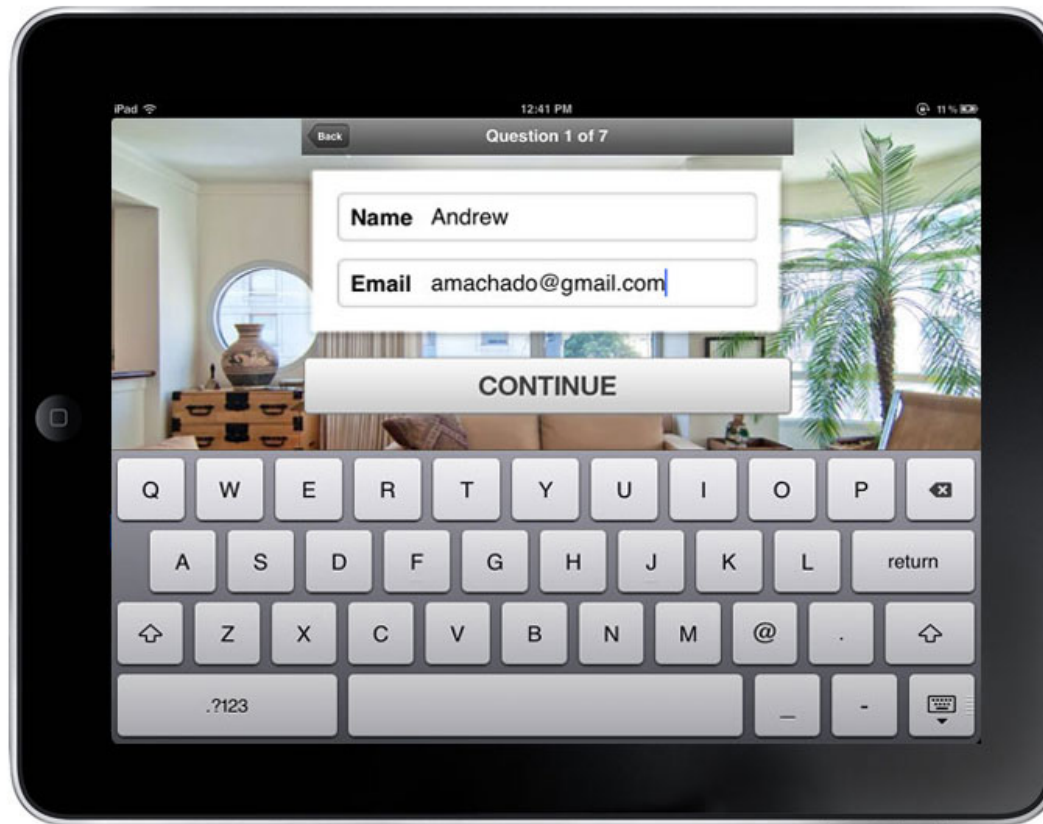
Apps/Tech Tools

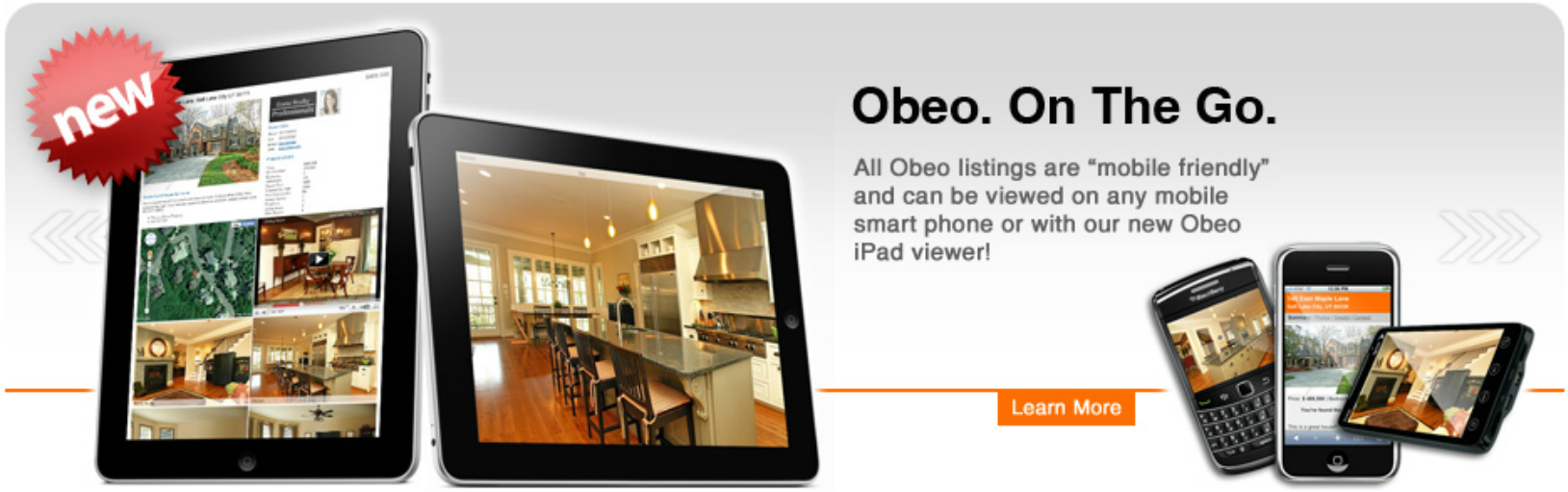
- ✔ Open Home Pro (registration)
- ✔ Obeo
- ✔ Survey Monkey (feedback)
- ✔ MagicPlan
- ✔ WalkScores
- ✔ AroundMe
- ✔ Wikihood



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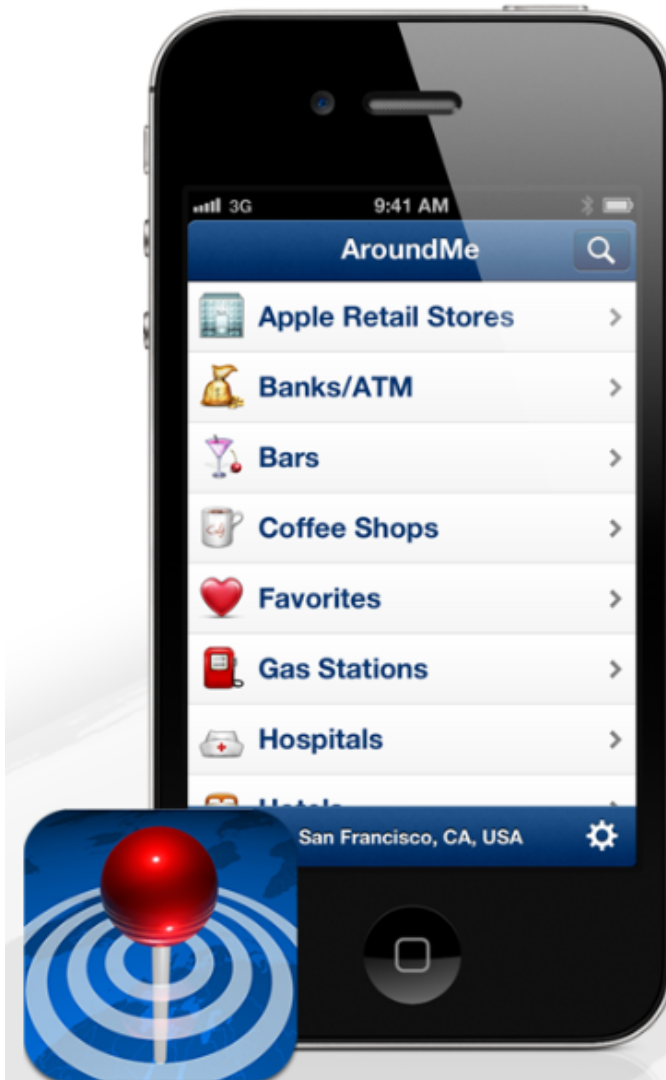
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Wikihood



To Review

- ✔ What tools do we have set up?
- ✔ What do we do to prep for the open house?
- ✔ How do we greet people at the open house?
- ✔ How do we get them to sign in?
- ✔ How do we show the home?
- ✔ What questions do we ask them?
- ✔ How do you close?





THANK YOU
AND GOOD LUCK

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