

## **How to hold a 7<sup>th</sup>. Level Open House**

### **Getting ready**

Make sure you have 10 open house directional signs (purchase from office), as well as balloons, pin wheels, or feathers. It is important for the agent hosting the open house to put up the directional signs.

Make sure you have the app for the ekey on your cell phone to gain access to the electronic lockboxes. If not contact Suburban West and arrange to purchase the ekey for the lboxes.

- 1) Select your open house on Monday (prefer to choose a new listing or house that is in close proximity to major roads (good traffic area) Walk around the office and meet other agents. Ask if they have any open house that you may sit on Saturday or Sunday.
- 2) Research phone numbers of neighborhood in order to circle call –see [kwextoncoaching.com](http://kwextoncoaching.com) for instructions on accessing the Reverse Directory.
- 3) Make sure the open house date & time is listed in the MLS and Internet. This must be done by the Listing agent. You should Advertise the open house on social media etc.
- 4) Create an open house flyer stating the you are hosting the open house. Create the flyer in eEdge marketing or Trend MLS. Use this flyer to hand out at open house and also to door knock the neighborhood.

**Circle call and door knock neighborhood using SCRIPTS (all Buyer & Seller scripts and IGNITE SCRIPTS are in [kwextoncoaching.com](http://kwextoncoaching.com) website)**

### **Script**

Hello this is \_\_\_\_\_ with Keller Williams Real Estate. Thank you for taking my call. I am hosting an open house in your neighborhood on Sunday from 1-3pm at 123 Main St. and I am inviting all the neighbors. I hope to see you there. If you know anyone who is thinking of selling a house, buying a house or investing in real estate today would you give them my contact information? Thank you and have a nice day.

## **Set Expectations with Listing Agent**

Discuss special features of the house with the Listing Agent—ask if there is anything that would be important for you to know.

Will seller be home when you arrive for the open house? Is property vacant? If vacant are utilities on? Bring folding table and chair to vacant property. Bring along Bathroom tissue etc. (Do not sit an open house if property has been winterized) Ask about lockbox type for access to property.

Note: It is not necessary for you to preview the property prior to the open house. You can review on MLS.

Let listing agent know that you will print your own Flyers for distribution to the public. (Some listing agents print expensive brochures as a take away piece for the public and ask you to distribute them.) If you agree, please make sure you staple your business card to the brochure that you hand out.

Agree on when you will provide feedback about the open house to the listing agent-You should send an email letting the listing agent know who came to the open house and provide feedback as to what they thought of the house. Give the listing agent the name and contact information only of the customers that indicated they are working with an agent. Give customers contact info. and their agent's info.

Discuss what you should say to seller if they come home early and you are still closing up after the open house. It is important for the listing agent to provide the feedback to the seller. You do not represent the seller and do not know the particulars of the listing.

## **SCRIPT**

Mr. Mrs. Seller. I have spoken to your listing agent and asked me to provide them feedback right after the open house. She/he will be contacting you shortly. Thank you for allowing me the opportunity to host the open house today. It was nice to meet you.

**If seller asks you any questions (exp.) The listing agent has asked us to reduce the price after the open house. What do you think we should do?**

**Politely state: Although I work at Keller Williams I do not represent you. This information is confidential in nature and it is best to discuss this with your listing agent as they are your designated agent.**

## **What should be in my open house bag**

- 1-Consumer Notices -20
- 2-Buyer Agency Contracts -3
- 3-Seller Disclosure on Property -2
- 4-MLS Printout for open house.
- 5-Seller Guide

6-Buyer Guide

7-Pre-list Packet

8-Open House sign in sheet

9- Feedback forms

10-Offerings (place sign with offerings strategically around the house exp. Place a flyer on a picture frame –the flyer reads: Are you thinking of selling your house? Sign here for a FREE market analysis. Place a sign-in sheet next to the sign. Place the offerings in the Kitchen, Family Room, Master Bath, Finished Basement. Remember you are trying to capture leads at the open house and walk away with contact information.

11-Research area for higher priced houses, lower priced houses and/or singles or townhouses (exp. If you are hosting a townhouse then look for higher & lower priced townhouses and singles in the area). This makes you look like an expert in the area. Bring comparable sales.

12-Create a Flyer, stating that you are hosting the open house. Put the address & time/date of the open house. Put listing agent's name at bottom of flyer in small print just to recognize they are the listing agent. You can ask your Lender to create a flyer for you including mortgage info.

**Directional Signs**- Look at a map of the neighborhood in Showing Time and plot out where to put your directional signs. Put signs up on Saturday morning. There are Township ordinances regarding directional and open house signs. Always ask permission of the homeowner where you are placing the directional sign. Then send them a thank you note on Monday. \*\*Remember you are making contacts when you are out putting up signs and door knocking.

### **The Day of the open house**

Make sure you have your open house bag in the car.

Bring your PHONE, a flashlight, water, bathroom tissue, (card table & chair if necessary), business cards, stapler, pens, Sign-in sheets, Surveys, notebook, extra directional signs.

Before arriving at open house drive by your directional signs that you pre-placed to ensure they are still up.

Schedule agent pre-views for other houses for sale in the neighborhood-schedule for a time just after the open house.

Arrive at open house at least 40min. early-This will give you time for unexpected things that come up and time to prepare the house. Remember you are the HOST! Take pride in hosting the open house. Make sure the walkways are clean and free of debris or snow.

When opening up the house, ring doorbell and knock to make sure you alert the owner that you have arrived. When entering the house announce yourself by loudly “saying Realtor or Hello”.

Lock the door and then turn on all lights and walk through all rooms preparing and staging them. Put valuables and drugs out of sight.

For Security purposes go to all doors and make sure they are locked. Is there a door with a deadbolt containing a key? Unlock the deadbolt and put the key in the lockbox. Then replace it in the door after the open house. Open windows if it's a nice day just remember to shut and lock windows when you lock up.

### **Greet People**

Stay centrally located in the Foyer or Living Room. Do not lead or follow people around the house. It is your job to ensure that you know who is in the house at all times. Ask visitors to sign in, discuss a few special features, then allow them to walk through. Ask them to stop back and see you before they leave and let you know what they thought of the condition and price of the house. (Have a notebook handy to write down the feedback.) Ask (**Script**-"If they would like you to let them know what the house sells for"? If yes, get their contact info. If answer is no then ask (**Script** -"if any other houses come on the market in the neighborhood do you want me to let you know"? Again write down answers. This gives you the opportunity to capture their contact info. Another way to lead capture is to say

**Script** "I am going to preview the other 2 houses for sale in the neighborhood today at 3:15pm". If you would like to accompany me, please come back at 3:15.

**Script** -"May I have your cell phone number so I can contact you if I am running

late. I certainly would not want to keep you waiting". (This is another way to capture their contact info.).