



# Unlocking Opportunities: The Art and Science of Open Houses

July 29, 2024

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NARdotRealtor | nar.realtor

 NATIONAL ASSOCIATION OF REALTORS®


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REALTOR | Speaker | Coach

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**OPEN HOUSE**


←

**LEARNING OBJECTIVES**

- Part 1:  
Open House Prep
- Part 2:  
Guest Engagement & Home Tour
- Part 3:  
Open House Follow Up

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# Open House Prep



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# Learning Objective 1: Open House Prep

*3 Key Phases for Prep*

**1** **Communication**  
with the Seller &  
The Listing  
Agent

**2** **Communication**  
with the  
Community

**3** **Prepping**  
the Home

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## The Seller & The Listing Agent

Sellers think the open house is JUST a benefit to the Agent...but

Other Benefits:

- Showcase the neighborhood
- Attract and show more buyers in a smaller window of time (fewer showing requests)
- Increase visibility and exposure

Other objectives of an open house are:

1. To assist in marketing the home to prospective buyers
2. To sell the home
3. To generate listing appointments

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# The Seller & The Listing Agent

## Selecting a Home to Host

- Neighborhood
- Price Point
- DOM
- Prior OH's

## Market the Open House

- MLS
- Open House Websites (Realtor.com/Zillow)
- Social Media Event
- Promo Video/Reel

## Listing Agent Interview

- Important home facts
- Special Request from Seller

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## Open House Prep

Marketing Material

Property Research

Open House Announcement

Circle Prospecting

Open House Kit

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## Marketing Material

Open House Social Media Campaign

Brochures/Open House Flyers

Promo Video

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## Property Research

Listing Details

Property History

Neighborhood Data (*parks/schools/trails/etc*)

HOA Information

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## Open House Announcement

Social Media

MLS

Realtor.com/Zillow

Google Business Page Event



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## Circle Prospecting

Neighborhood Exclusive

Event Details

20 Neighbors

Introduction and Request

Do Not Sell!



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## Open House Kit

Sign In Sheets\*

Guest Gifts

YTD Neighborhood Summary  
(Active/Sold/Withdrawn)

Similar Listing Information\*

Lender Contact Information

Open House Report\*

Neighborhood Map (List Report)

Open House Signs/Flags/Balloons

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## Open House Kit *(cont.)*

Buyer Packets

Pens

Clip Boards x2

Bottles of Water (mini)

Candle & Lighter

Note Cards

*Wasp Spray*


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# Property Information

|                  |                         |               |        |
|------------------|-------------------------|---------------|--------|
| Listing ID       | 8212807                 | Status        | Active |
| County           | Adams                   | Basement (YN) | Yes    |
| Property Type    | Residential             | Beds          | 4      |
| Property Subtype | Single Family Residence | Baths         | 2      |
| Subdivision      | Brandon Place           |               |        |
| Structure Type   | House                   |               |        |
| List Price       | \$ 550,000              |               |        |
| Walk Score       | 20                      |               |        |
| Tax Annual Amt   | \$2,258                 | Tax Year      | (2022) |



|                                   |      |                            |      |
|-----------------------------------|------|----------------------------|------|
| Building Area Total (SqFt Total): | 2916 | Above Grade Finished Area: | 2086 |
| Living Area (SqFt Fin):           | 2086 | Below Grade Total Area:    | 830  |

|                        |                         |                              |  |
|------------------------|-------------------------|------------------------------|--|
| Architectural Style    | Views                   | Lot Size                     | 0.22 Acres / 9,576 SqFt                                    |
| Levels                 | Two                     | Year Built                   | 1998   |
| Year Built             | 1998                    | Construction Materials       | Frame  |
| Construction Materials | Frame                   | Roof                         | Composition  |
| Roof                   | Composition             | Common Walls                 |  |
| Common Walls           |                         | Lot Features                 | Patio / Porch  |
| Lot Features           |                         | Water Included               | Y  |
| Water Included         | Y                       | Association                  | Brandon Place  |
| Association            | Brandon Place           | Assoc Fee Includes           | Multiple Associations N Association Fee Total Annual \$258 |
| Assoc Fee Includes     | Multiple Associations N | Association Fee Total Annual | \$258  |

**Appliances** Dishwasher, Dryer, Microwave, Oven, Refrigerator, Washer

**Flooring**


**Interior Features**

**Exterior Features**

**Exclusions** Sellers Personal Property, Wall mounted televisions

**Parking Total** 2 **Garage Spaces** 2 **Offstreet Spaces** 0 **Carport Spaces** 0 **Reserved Spaces** 0 **RV Spaces** 0

**Public Remarks**  
 Introducing this stunning 2-story gem in an unbeatable location! Welcome to a home that effortlessly combines modern living with classic charm.  
 Step inside and be greeted by a spacious and open layout that seamlessly flows from room to room. The matching stainless steel



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# Sign In Sheet

**GUEST REGISTRATION**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_ Have you visited this property previously? Yes  No

How did you hear about this open house?  Facebook  Newspaper/Magazine  internet

Recommendation  Driving by  Signage  Other: \_\_\_\_\_

Are you working with a REALTOR? Yes  No  If yes, Name of REALTOR \_\_\_\_\_

Today's Needs?  need to buy a property  I need to sell a property  in renting  Just Shopping

Check all that are important to you:  Location  Floor plan  Amenities  Schools  Features  Price

**GUEST REGISTRATION**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_ Have you visited this property previously? Yes  No

How did you hear about this open house?  Facebook  Newspaper/Magazine  internet

Recommendation  Driving by  Signage  Other: \_\_\_\_\_

Are you working with a REALTOR? Yes  No  If yes, Name of REALTOR \_\_\_\_\_

Today's Needs?  need to buy a property  I need to sell a property  in renting  Just Shopping

Check all that are important to you:  Location  Floor plan  Amenities  Schools  Features  Price

**WELCOME TO OUR OPEN HOUSE**

Please take a minute and tell us about you and how we can assist you!

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

Best Form of contact: Phone  Text  Email  FB Messenger  WhatsApp

Looking to buy:  Need to sell a property before buying:  Plan to buy within a year:

Looking for Investment Property:  I am a neighbor:

Are you Pre-Approved with a Bank or Mortgage Lender? YES  NO  Lender Name: \_\_\_\_\_

Do You Currently Own OR Rent? Own  Rent

If Renting, what range is your rent? \$1200-\$1500  \$1600-\$2000  \$2100-\$2600  \$2700-\$3500

How did you learn about the Open House?

From A Friend  From My/Our Realtor  Zillow  Trulia  Realtor.com

From MLS  Facebook  Instagram  Emails  Signs


Please check any additional information that you would like to receive to assist you with your home search.

Neighborhood Market Home Value Report:  Send Me Info About new listings in my area:

What is your opinion on the following? Price of the Home: \_\_\_\_\_ Quality of the interior: \_\_\_\_\_

Would you like a home equity analysis for your own home: Yes  No

Are you currently under contract with a REALTOR as your exclusive buyer's agent?



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# Sample Open House Report

**Open House Report:**  
 Date: \_\_\_\_\_ Agent Name: \_\_\_\_\_  
 Property Address: \_\_\_\_\_ Seller Name: \_\_\_\_\_  
 Neighborhood Name: \_\_\_\_\_  
 Hours held open: \_\_\_\_\_ Weather: \_\_\_\_\_ Price: \_\_\_\_\_


| Source             | Agents | Agents with Buyers | Potential Buyers | Neighbors | Totals |
|--------------------|--------|--------------------|------------------|-----------|--------|
| MLS                |        |                    |                  |           |        |
| Signs              |        |                    |                  |           |        |
| Local Newspaper    |        |                    |                  |           |        |
| Referral (By whom) |        |                    |                  |           |        |
| <b>Totals</b>      |        |                    |                  |           |        |

Comments from guests:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



# Similar Listing Information

| Listing ID | Address                                     | County | MLS Status | Type / Subtype                 | Lot / Original        | List Date  | Contract Date | Close Price | Close Date | Days in MLS | Taxes          | Structure Type | Levels        | Year Built | HQ/As     | Bd   Bth Abv         | Bd   Bth Tls         | Above Area | Total Area | Living Area | Basement  | Lot Size               | Heating                 | Cooling     | Fireplaces          | School District | Elem School | Middle/Jr School | High School          | Parking  | Public Remarks   |
|------------|---|--------|------------|--------------------------------|-----------------------|------------|---------------|-------------|------------|-------------|----------------|----------------|---------------|------------|-----------|----------------------|----------------------|------------|------------|-------------|-----------|------------------------|-------------------------|-------------|---------------------|-----------------|-------------|------------------|----------------------|--|--|
| 8165030    | 4452 E 94TH DR<br>Thornton, Colorado 80229  | Adams  | Closed     | RES1 / Single Family Residence | 8525,000 / \$535,000  | 04/06/2023 | 04/27/2023    | \$535,000   | 05/11/2023 | 21          | \$2,081 (2022) | House          | Three Or More | 1999       | Yes \$650 | 3 Bd Abv / 3 Bth Abv | 4 Bd Tls / 4 Bth Tls | 1,313      | 1,971      | 1,308       | Yes / 658 | 0.16 Acres, 7,000 SqFt | Forced Air              | Central Air | Adams 14            | Dupont          | Adams City  | Adams City       | Total: 2 (Garage: 2) | This gorgeous home will not last! It has been updated and well kept. It offers a beautiful open floor plan for gathering together. This three level, 2 car garage, 4 bedroom 4 bath and a basement with an entertainment area is awesome. Beautiful landscaped yard. Sprinklers... |  |
| 9563194    | 4412 E 94TH DR<br>Thornton, Colorado 80229  | Adams  | Closed     | RES1 / Single Family Residence | \$550,000 / \$570,000 | 07/16/2023 | 09/19/2023    | \$557,000   | 10/16/2023 | 62          | \$2,245 (2022) | House          | Two           | 1999       | Yes \$650 | 4 Bd Abv / 3 Bth Abv | 5 Bd Tls / 4 Bth Tls | 1,990      | 2,864      | 2,864       | Yes / 874 | 0.16 Acres, 7,000 SqFt | Forced Air, Natural Gas | Central Air | Adams 14            | Dupont          | Adams City  | Adams City       | Total: 2 (Garage: 2) | YOU WILL LOVE THIS AWESOME HOME AND AREA-QUIET STREET-TONS OF UPDATING IN THIS HOME-S BEDROOMS 4 BATHROOMS AWESOME HOUSE KITCHEN WITH NICE CABINETS GRANITE COUNTER TOPS-TILE FLOORING-CORNER PANTRY-NEWER FLOORING AND PAINT-CHECK OUT  |  |
| 9607536    | 9465 Bellare ST<br>Thornton, Colorado 80229 | Adams  | Closed     | RES1 / Single Family Residence | \$600,000 / \$500,000 | 08/15/2023 | 08/24/2023    | \$512,000   | 08/29/2023 | 5           | \$1,871 (2022) | House          | Tri-Level     | 1998       | Yes \$650 | 3 Bd Abv / 3 Bth Abv | 3 Bd Tls / 3 Bth Tls | 1,329      | 1,662      | 1,662       | Yes / 333 | 0.19 Acres, 6,215 SqFt | Forced Air, Natural Gas | Central Air | 1, Family Room, Gas | Adams 14        | Alkup       | Adams City       | Adams City           | Total: 2 (Garage: 2)   | Beautiful tri-level plus basement home with many new upgrades*3 bedrooms and 3 baths*located on a gorgeous 8,215 sq ft corner lot*car attached garage with auto opener, 2 remotes and exterior easy access keypad *covered front porch*ceramic tiled entry and kitchen*walked... |



# Buyer Packets

Property Information\*  
(Flyer/MLS Sheet)

Why work with a REALTOR®\*

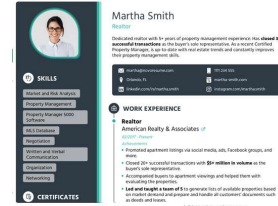
Bio/Resume

Buyer Packets

Home Buying Journey/Home  
Buying Process

Loan Product & Lender  
Information\*

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**Martha Smith**  
Realtor  
American Realty & Associates, Inc.

**SKILLS**  
Buyer's Representative  
Seller's Representative  
Property Manager  
Lease/Condo  
New Construction  
Investment  
Relocation

**WORK EXPERIENCE**  
**Realtor**  
American Realty & Associates, Inc.  
2018 - Present  
A licensed realtor with 17 years of property management experience. Not a salesperson, but a professional with 10 years of experience in sales. Certified Property Manager. A year in real estate with real estate trends and constantly improving my professional skills.

**CERTIFICATES**  
Certified Buyer's Representative  
Certified Seller's Representative  
Certified Property Manager  
Certified Lease/Condo Specialist  
Certified New Construction Specialist  
Certified Investment Specialist  
Certified Relocation Specialist

| Listing ID | Address         | City                     | MLS Status | Type / Category                 | List / Original List Date | Contact Date | Close Date | Class in MLS | Days | Structure Type | Levels        | Year Built | HQIA      | Bed (Bn) Tl         | Above Area | Total Area | Living Area | Basement               | Lot Size                | Heating     | Cooling  | School District | Elem School | Middle School | High School          | Parking |
|------------|-----------------|--------------------------|------------|---------------------------------|---------------------------|--------------|------------|--------------|------|----------------|---------------|------------|-----------|---------------------|------------|------------|-------------|------------------------|-------------------------|-------------|----------|-----------------|-------------|---------------|----------------------|---------|
| 816020     | 4422 E 9th Dr   | Thompson, Colorado 80229 | Active     | RESID / Single Family Residence | \$828,000 / \$935,000     | 04/09/2023   | 04/27/2023 | 8/28/2023    | 21   | House          | Three Or More | 1999       | Yes, SWS2 | 3 Bed / 4 Bn / 4 Bn | 1,371      | 2,384      | 1,371       | 0.16 Acres, 7,000 SqFt | Forced Air              | Central Air | Adams 14 | Duquesne        | Adams City  | Adams City    | Total: 2 (Garage: 2) |         |
| 992114     | 4412 E 94TH DR  | Thompson, Colorado 80229 | Active     | RESID / Single Family Residence | \$850,000 / \$970,000     | 01/19/2023   | 08/19/2023 | 8/28/2023    | 21   | House          | Two           | 1999       | Yes, SWS2 | 3 Bed / 4 Bn / 4 Bn | 1,371      | 2,384      | 1,371       | 0.16 Acres, 7,000 SqFt | Forced Air, Natural Gas | Central Air | Adams 14 | Duquesne        | Adams City  | Adams City    | Total: 2 (Garage: 2) |         |
| 992120     | 3445 Redwood ST | Thompson, Colorado 80229 | Active     | RESID / Single Family Residence | \$950,000 / \$900,000     | 04/10/2023   | 04/24/2023 | 8/28/2023    | 21   | House          | Two           | 1999       | Yes, SWS2 | 3 Bed / 4 Bn / 3 Bn | 1,371      | 2,384      | 1,371       | 0.16 Acres, 8,215 SqFt | Forced Air, Natural Gas | Central Air | Adams 14 | Adams           | Adams City  | Adams City    | Total: 2 (Garage: 2) |         |

**Public Remarks**  
This gorgeous home will not sell! It has been updated and will look better in a beautiful open floor plan for authentic beauty.

**YOU WILL LOVE THIS AWESOME HOME AND AREA! BEST STREET TONS OF UPDATING IN THIS HOME!**

**Beautif in front! plus basement home with many new upgrades! 3 bedrooms and 2 full bathrooms on a gorgeous 8,215 sq ft lot.**



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# Property Information

|                  |                         |               |        |
|------------------|-------------------------|---------------|--------|
| Listing ID       | 8212807                 | Status        | Active |
| County           | Adams                   | Basement (YN) | Yes    |
| Property Type    | Residential             | Beds          | 4      |
| Property Subtype | Single Family Residence | Baths         | 2      |
| Subdivision      | Brandon Place           |               |        |
| Structure Type   | House                   |               |        |
| List Price       | \$ 550,000              |               |        |
| Walk Score       | 20                      |               |        |
| Tax Annual Amt   | \$2,268                 | Tax Year      | (2022) |



|                                   |  |                              |                         |
|-----------------------------------|--|------------------------------|-------------------------|
| Building Area Total (SqFt Total): | 2916   | Above Grade Finished Area:   | 2086                    |
| Living Area (SqFt Fin):           | 2086   | Below Grade Total Area:      | 830                     |
| Architectural Style               | Two  | Views                        |                         |
| Levels                            | Two  | Lot Size                     | 0.22 Acres / 9,578 SqFt |
| Year Built                        | 1996   | Horse Property               |                         |
| Construction Materials            | Frame  | Heating                      | Forced Air              |
| Roof                              | Composition  | Cooling                      | Central Air             |
| Common Walls                      |  | Fireplaces                   | 1                       |
| Lot Features                      |  | Patio / Porch                |                         |
| Water Included                    | Y  | Sewer                        | Public Sewer            |
| Association                       | Brandon Place  | Multiple Associations        | N                       |
| Assoc Fee Includes                |  | Association Fee Total Annual | \$258                   |
| Appliances                        | Dishwasher, Dryer, Microwave, Oven, Refrigerator, Washer |                              |                         |
| Flooring                          |  |                              |                         |
| Interior Features                 |  |                              |                         |
| Exterior Features                 |  |                              |                         |
| Exclusions                        | Sellers Personal Property, Wall mounted televisions      |                              |                         |
| Parking Total                     | 2  | Garage Spaces                | 2                       |
|                                   |  | Offstreet Spaces             | 0                       |
|                                   |  | Carpport Spaces              | 0                       |
|                                   |  | Reserved Spaces              | 0                       |
|                                   |  | RV Spaces                    | 0                       |

**Public Remarks**  
Introducing this stunning 2-story gem in an unbeatable location! Welcome to a home that effortlessly combines modern living with classic charm.  
Step inside and be greeted by a spacious and open layout that seamlessly flows from room to room. The matching stainless steel



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# Loan Product & Lender Information

## NON-TRADITIONAL PRODUCTS

**40-year term**  
10 years interest only then 30-year amortization for greater buying power

**Asset Qualifier**  
Use existing assets to qualify the borrower, no income or employment needed

**Interest Only**  
30- and 40-year terms available, ARM or fixed

**Bank Statement**  
Use the average monthly deposit for 1224 months in business/personal account as qualifying income for self-employed buyers regardless of tax returns

**1099 Program**  
Use 1099 income instead of tax return income for self-employed buyers (great for agents)

**Foreign National**  
For investment purchases, no credit score or income required

**CCM Restricted Stock Units (RSU) Income**  
Amazon employees with restricted stock options to use those options as income for qualification

**Lot Loans**  
Vacant land mortgages

**Buying with an entity**  
Closing in an LLC, corporation, partnership, etc.

**Doctor Loan**  
Little to no down payment or PMI for doctors, but also available to other medical field professionals with amended terms

**Asset Depletion**  
Use assets as supplemental income

## NON-TRADITIONAL PRODUCTS, Cont.

**Investor Cash Flow**  
Loan based simply on the rent on tenanted properties or average market rent on vacation properties up to \$2.5 million

**Bridge Loan**  
Carry equity from current property toward new purchase, 4-month interest only with no payments (collected at closing of new purchase)

**CCM ADU Program**  
An accessory unit loan that allows the rent from approved accessory units to be considered for qualification purposes

**CCM Jumbo Loan**  
Up to 90% LTV, flexible property, and borrower types



## RENOVATION

**FHA 203K**  
Buy a home and borrow additional funds to add on or improve property

**VA Renovation Loan**  
Homebuyers can make repairs or improvements to their property that includes up to an additional \$35,000\* in funds for renovations

**USDA Renovation Loan**  
Buy a condo, townhouse, or single-family property in a rural area with 0% down

## NEW CONSTRUCTION

**FHA Construction**  
Build a new home with as little as 3.5% down and standard FHA guidelines

**Conventional Construction**  
Combine the purchase of a lot and building costs into one transaction, with the rate locked up front and interest reserve options available

**VA Construction**  
100% financing for qualified Veterans and no payments during construction, with loan amounts up to \$2 million

**Investment and Second Home Construction**  
Single-close construction loan options available for single-family homes, income-generating investment properties, or vacation/second homes

Current as of June 2023

\*Capped at 20% of the value after renovations and will include your closing costs, permit fees, inspection fees, title, and supplemental/origination fee.

\*\*Available in all states except AK, AZ, HI, MA, MD, MI, MN, NY, RI, SC, VT, WA, WI, WV.



# Value Proposition Statement

**BUYING A HOME IS EASY!\***  
\*If You Work with a Real Estate Agent Who is a REALTOR®

**SOME PEOPLE THINK BUYING A HOME IS AS SIMPLE AS:**

- Look at houses online
- Find something you can afford
- Sign some papers

**BUT THERE'S SO MUCH MORE TO IT.**  
Some of the things a real estate agent who is a REALTOR® helps you with include:

**GETTING STARTED**

- Educate client on home buying process and coordinate a plan
- Review buyer's agreement, agree upon representation and negotiate compensation
- Understand budget and explain what will be needed financially
- Search local MLS broker marketplaces to find best matches
- Serve as local housing market expert (e.g., price trends, negotiation trends, community)
- Arrange tours of homes and neighborhoods
- Decipher public property and tax information

**FINDING YOUR HOME**

- Research home information that aligns with buyer's interests
- Prepare buyer to have the most attractive offer in the current marketplace
- Coordinate professional home inspections, consultations with lenders and necessary property assessments
- Develop competitive offers and negotiate the best price and terms
- Represent clients' best interests, advise throughout the negotiation process and close the deal
- Steward multiple parties and schedules to save buyer time
- Look beyond décor, flooring and paint colors to other significant aspects of home

**ACHIEVING HOME OWNERSHIP**

- Navigate state and federal forms
- Research mortgage rates, terms and reputable lenders
- Coordinate with lenders
- Steward important contract deadlines
- Provide guidance for walk-throughs prior to closing to ensure property condition
- Advocate for buyer throughout entire process and closing
- Review buyer's closing statement to ensure accuracy
- Provide information for everything needed to live in new home
- Ensure all required actions are complete in advance, so closing day is a celebration, rather than a stressor
- Remain a lifelong, trusted advisor

**Why You Need A REALTOR**

Given the proliferation of services that help home buyers and sellers complete their own transactions, you may have considered whether you should go it yourself instead of working with an agent. However, there is no substitute for an experienced professional, and taking on all the responsibility yourself could be costlier than an agent's commission in the long run.

According to the National Association of Realtors' 2019 Profile of Home Buyers and Sellers, only 8% of home sales were accomplished as for sale by owner (FSBO), and of those, 77% knew their buyer personally. FSBO home sales had a median price of \$200,000 in 2019, compared to the agent-assisted home sale median price of \$280,000.

Beyond the price advantage of using an agent, homes listed by real estate professionals get more exposure and their sellers get more support. Here are some other considerations:

- They're trained and licensed professionals.
- They have experience in your neighborhood and your market.
- They have oversight from brokers and state licensing officials.
- Their job is to advise you on the best way to reach your goals.
- They know how to present your house and deal with buyers.
- They know how and where to market properties effectively.
- They know how to overcome typical snags that occur in real estate transactions and closings.
- They understand state required disclosures and look out for your best interests.
- They understand personal safety and security for your belongings during showings.
- They know the best resources to make transactions go more smoothly, from bankers to home-owners to contractors.
- They have access to the most accurate and comprehensive data - the MLS, the only data repository that has the most up-to-date listing and sales information.
- They know how to negotiate.
- Their job is to make real estate transactions successful.
- Their continuing education keeps them up-to-date on housing issues.

With a real estate professional in your corner, you'll have a partner by your side to advocate for you and advise you through the entire home sale process.

**105 MORE WAYS**


**AGENTS WHO ARE REALTORS® ARE WORTH EVERY PENNY OF THEIR COMPENSATION.**

Here's a look at all the things - big and small - that a REALTOR® may do to help clients when buying a home.

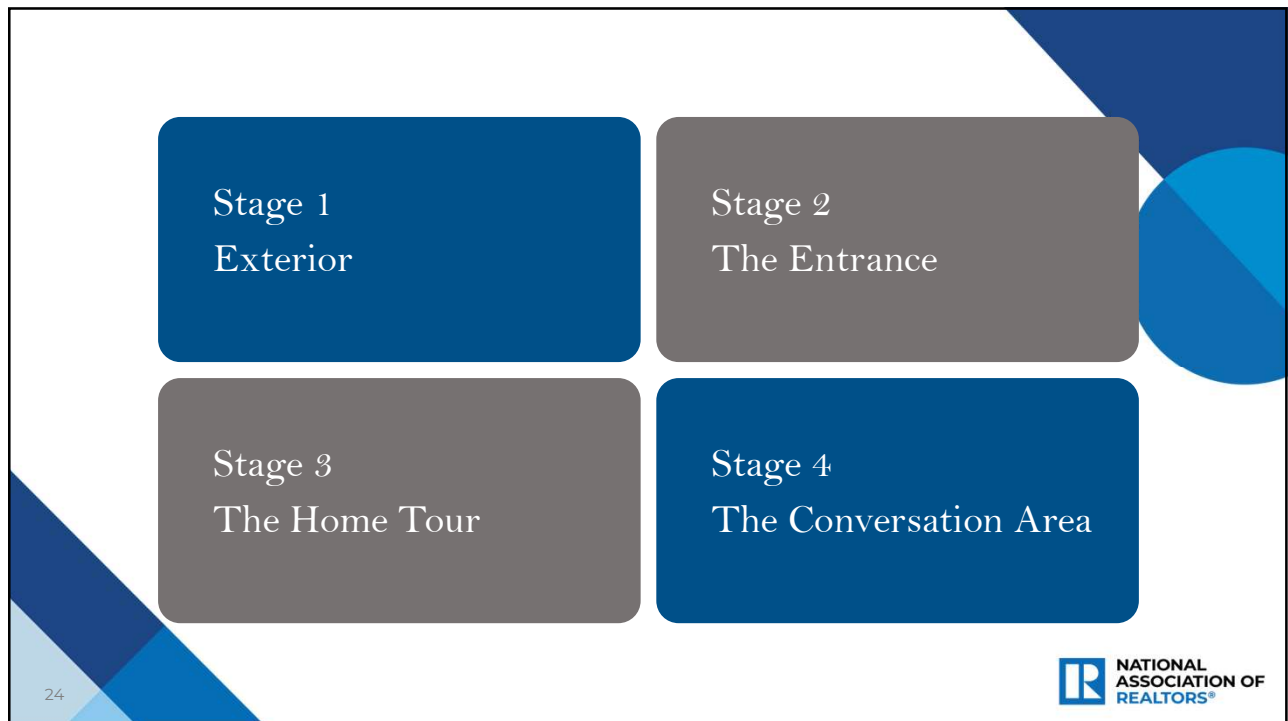


# Guest Engagement & Home Tour

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|                                  |  |
|----------------------------------|--|
| <p>Stage 1<br/>Exterior</p>      | <p>Stage 2<br/>The Entrance</p>          |
| <p>Stage 3<br/>The Home Tour</p> | <p>Stage 4<br/>The Conversation Area</p> |

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# Stage 1: The Exterior of the Home

*The Experience Begins Here*

*Arrive at least 1 hour prior to open house start time.*

- 1 **Directional Sign Placement**
- 2 **Property Brochures**
- 3 **Condition of Exterior of Home**

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# Stage 2 : The Entrance

*Find a neutral place near the entrance of the home.*

- 1 **Greeting**
- 2 **Sign In Sheet**
- 3 **Property Information Exchange**

### GUEST REGISTRATION

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_ Have you visited this property previously? Yes  No

How did you hear about this open house?  Facebook  Newspaper/Magazine  Internet

Recommendation  Driving by  Signage  Other: \_\_\_\_\_

Are you working with a REALTOR? \* Yes  No  If yes, Name of REALTOR \_\_\_\_\_

Today's Needs?  I need to buy a property  I need to sell a property  I'm renting  Just Shopping

Check all that are important to you:  Location  Floor plan  Amenities  Schools  Features  Price

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## Stage 3 : The Home Tour

### Agent Guided Tour vs Self Guided Tour



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## Stage 4 : Conversations



- 1 Location. Location. Location.
- 2 Questions to Ask?
- 3 Delivery of Buyer Packet & Additional Items of Value

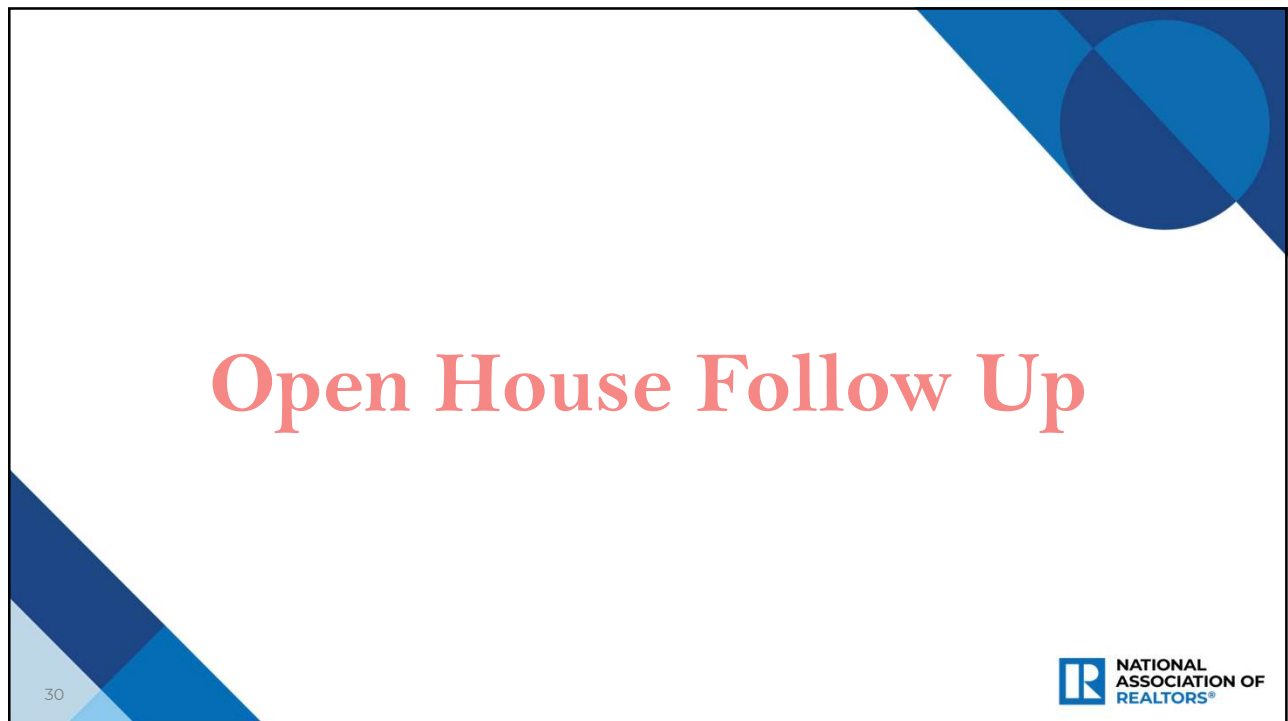
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# Follow Up Activities

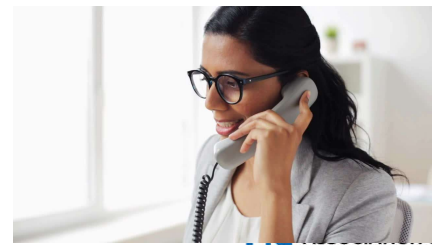
Text Message (text or video)

Handwritten Note Card (Thank You)

Follow Up Phone Call on Monday

Email Follow Up to Answer Questions

End of Week Phone Call



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# Open House 8x8



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# 8x8 Follow-Up Example

**Week 1:** Text Message (video or text)

**Week 2:** Personal Note

**Week 3:** Company/Personal Newsletter/Post Card - Mailed

**Week 4:** Boomerang or Coupon Card (look at your area to see what is available, you can always send a gift card if you do not have anything else)

**Week 5:** Market Information (neighborhood statistics, interest rate information, etc. people love to know what is going on in the market)

**Week 6:** Electronic Newsletter

**Week 7:** Phone Call

**Week 8:** Face to Face meeting (*lunch or coffee*)

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# Create an Open House Process

Open House Prep Process

Property Research Process

Open House Event

Follow Up & Tracking Process



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