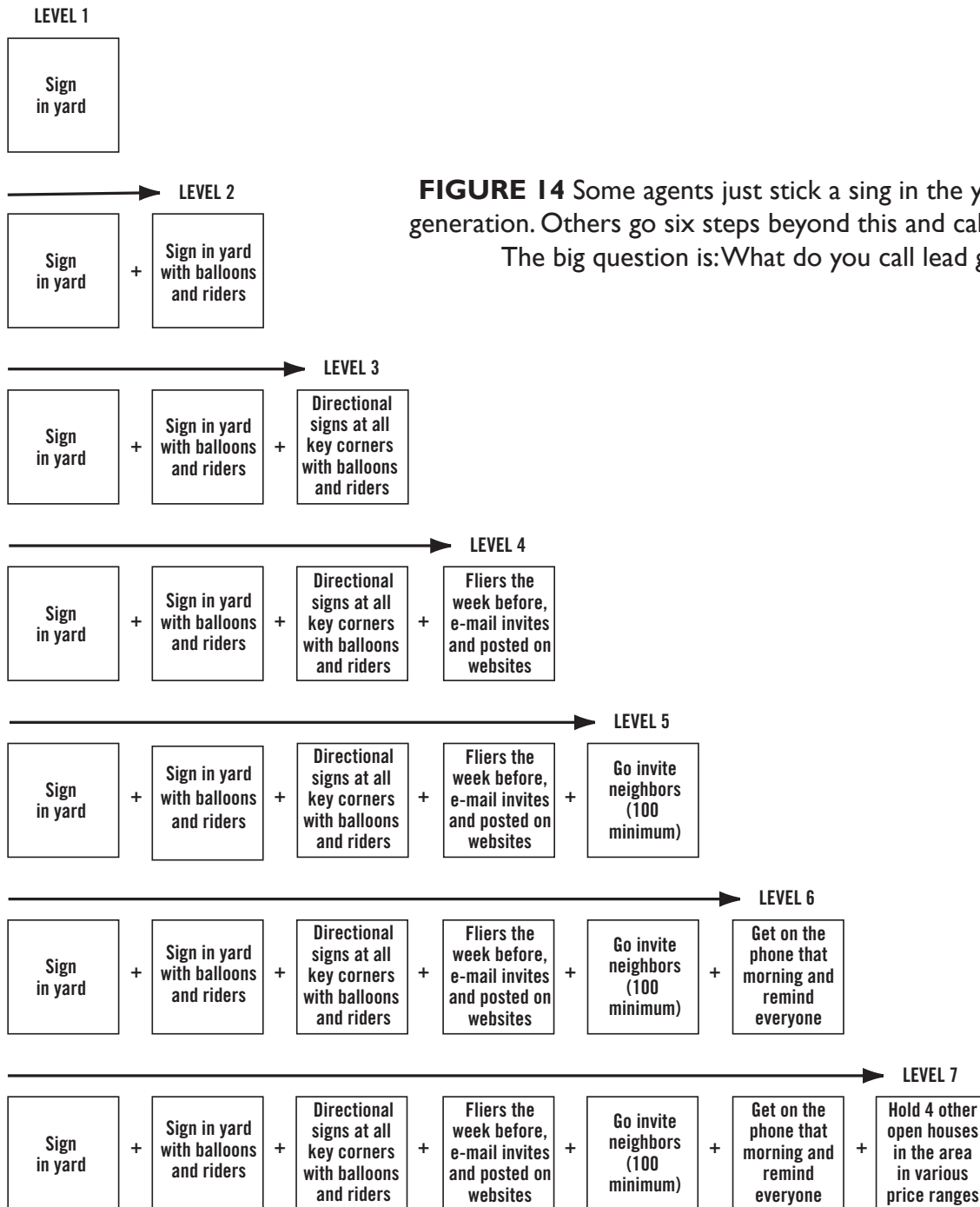




## TAKING OPEN HOUSES BEYOND THE BASICS



**FIGURE 14** Some agents just stick a sing in the yard and call it lead generation. Others go six steps beyond this and call it lead generation. The big question is: What do you call lead generation?