



# Ignite

---

skills to *spark* a great career

## Power Session 3: Open Houses

*Put Yourself in the Path of Opportunity*

Julie Fantechi



# Table of Contents

<b>Power Session 3: Open Houses .....</b>	<b>3-1</b>
<b>Checkpoint .....</b>	<b>3-2</b>
Report on Your Results.....	3-2
<b>Get Your Head in the Game .....</b>	<b>3-3</b>
Today's Plan of Action.....	3-4
Gear Up.....	3-5
Affirmation of the Day .....	3-5
<b>Make It Happen .....</b>	<b>3-6</b>
Before Your Open House .....	3-6
The Day of the Open House .....	3-22
After Your Open House.....	3-31
<b>Aim High .....</b>	<b>3-34</b>
Level-Seven Open Houses .....	3-34
Lead Generation Focus .....	3-36
Recap What You've Done .....	3-37
<b>Get to Work .....</b>	<b>3-38</b>
Your Action Plan .....	3-38
Your Job Aids.....	3-38
Aha's.....	3-40



# Power Session 3: Open Houses

You are here!





Ignite Power Session Training Calendar				
Monday	Tuesday	Wednesday	Thursday	Friday
1. Rev Up	2. Your Database	3. Open Houses	4. Prospecting	5. Accountability – Check in on Your Goals and Big Why
6. Prepare to Work with Buyers	7. The Buyer Consultation	8. Find and Show Homes	9. Make and Receive Offers	10. Accountability – Check in on Time Blocking
Market Center Topics	Market Center Topics	11. Negotiate Win-Win Agreements	12. Find Seller Leads	13. Accountability – Check in on the 4-1-1
14. Your Prelisting Packet and Listing Consultation	15. Price Right and Present Your CMA	16. Market and Service Your Listings	17. Contract-to-Close and Postclose Systems	18. Accountability – Check in on Your Numbers and What's Next

# Checkpoint

## Report on Your Results



### Your Daily 10/4

Four Habits	Daily Goal	Results/ Ratings	Wins and Opportunities
Build and Manage Your Database	 Add 10 people to your database.		
Prospect	 Connect with 10 people.		
Follow Up	 Write 10 notes.		
Know Your Market	 Preview 10 homes/week.		

Rating: (✓) Met the goals of 10 (★) Exceeded the goals of 10 (–) Didn't quite meet the goals of 10

**Time: 1 minute**



### Your Milestones

Milestones	
	Results
Appointments	
Agreements Signed	
Contracts Written	
Contracts Closed	

**Time: 1 minute**

# Get Your Head in the Game

Why do agents do open houses? This may surprise you, but it's not to sell the house they are holding open. In fact, NAR statistics reveal that less than 1 percent of all buyers actually purchase a home they first saw at an open house. Your goal in holding an open house is not to sell the home; it is to put yourself in the path of opportunity—the business opportunity to meet people, add to your database, and set appointments. In addition, your sellers may expect you to hold their house open as part of your marketing plan.

NAR statistics show that almost half (45 percent) of all buyers use open houses as a source of information during the search process. As a launching or relaunching agent, open houses represent your first and easiest public opportunity to do the job of a professional real estate agent by positioning yourself as the local expert and offering your services to the following people:

1. **Buyers**
2. **Buyers who are also selling**
3. **Sellers**

**B**en Kinney, mega agent from Bellingham, Washington, firmly believes the average agent could outsell 99 percent of all other agents across the nation if they hosted open houses five days a week. He says, “Most agents who think that open houses don't work have never really worked them. They might have shown up at open houses, but they haven't worked them.” Ben defines working an open house as going in with purpose, that purpose being, “How do I get my one or two appointments for the week from the people that come in to my open house, because my week is always around getting that buyer or listing consultation.”



*Your Open House Goal: 1 appointment!*

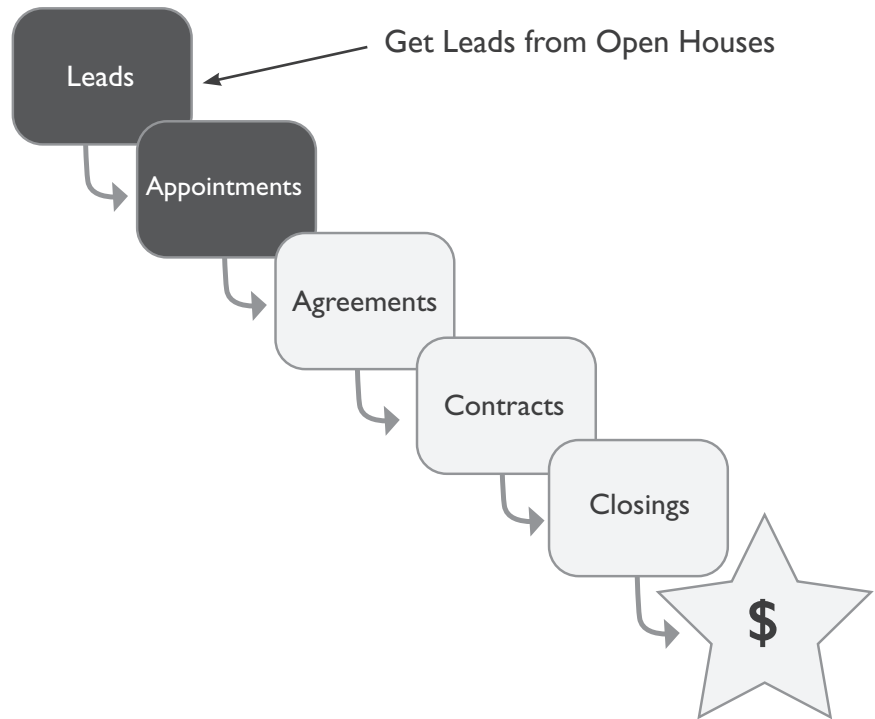
## Win for ...

### You:

Generate leads while positioning yourself as the local expert.

### Your Customers:

Sellers get exposure and marketing around their listings; buyers have a no-pressure opportunity to tour homes and get information from a local real estate expert.



**TRUTH**

Successful agents leverage open houses as a lead generation method.

---

## Today's Plan of Action

---

*Power Session 3: Open Houses* teaches you the systems you need for success.

1. Walk through the entire open house process—before, during, and after.
2. Practice scripts you can use throughout the process.
3. **Real-Play:** lead generate to invite people to your open house and feed your database.
4. Aim high with the Seven-Level Open House Model.
5. Schedule a month of open houses.
6. Leave with an action plan for an open house this weekend!



# Gear Up

---

1. Where is your open house?

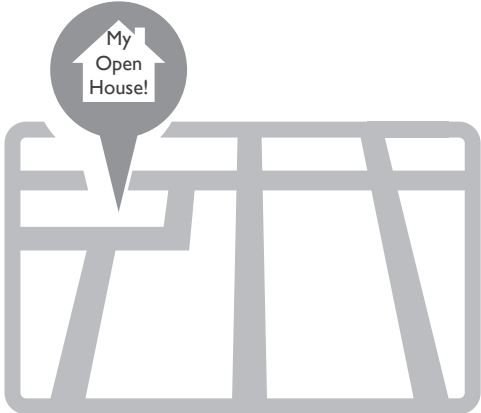
Address:

---

---

---

2. Do you have a map? Y N



3. What is the contact information for the listing agent and homeowners of the listing?

4. As always, you will need your database and your phone!

# Affirmation of the Day

---

*I find motivated buyers at every open house!*

# Make It Happen

An open house is just a sales event, right? Not exactly. Done with purpose, an open house is a sales event that is preceded by a systematic process and surrounded by a wealth of lead generation opportunities.

To get the best return on your work, organize your tasks in three phases:

- Before
- The day of
- After

You can use your Open House Countdown Checklist (on the next page) to keep track of all the details!

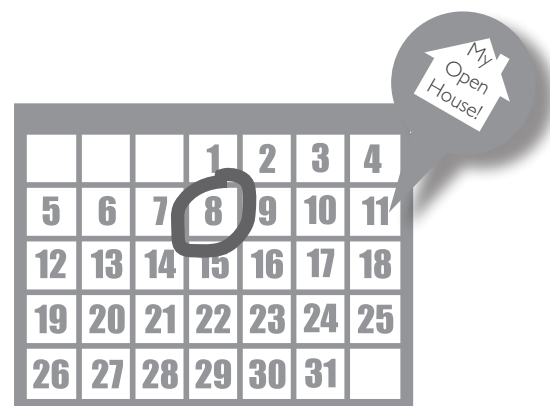
## Before Your Open House

---

The foundation of every successful open house is preparation.

Your to-do list:

1. Schedule it during peak times.
2. Plan your sign strategy.
3. Do your research.
4. Get the word out.
  - Real-Play: Call your database and create a Facebook event.



*Start your countdown three days before the event!*

Name:

Ignite

### Open House Countdown Checklist

Month:

Year:

#### 3 DAYS BEFORE

- |   |  |
|---|--|
| <input type="checkbox"/> Confirm date/time of open house with listing agent                         | <input type="checkbox"/> Order 10 helium balloons or flags     |
| <input type="checkbox"/> Print a map of the neighborhood surrounding the open house (5-mile radius) | <input type="checkbox"/> Get 1 yard sign with rider            |
| <input type="checkbox"/> Research sign placement regulations (HOA, city, county, etc.)              | <input type="checkbox"/> Get 10 directional signs with riders  |
|   | <input type="checkbox"/> Print 100 fliers (include map)        |
|   | <input type="checkbox"/> Role-play your scripts with a partner |
|   | <input type="checkbox"/> Mark on map where you'll place signs  |

#### 2 DAYS BEFORE

- |   |  |
|---|--|
| <input type="checkbox"/> Knock on 100 doors in neighborhood to invite neighbors; leave a flier at each door | <input type="checkbox"/> Print two blank contracts (just in case you meet a motivated buyer) |
| <input type="checkbox"/> Advertise the open house on Craigslist   | <input type="checkbox"/> Put together a home book to display at open house                   |
| <input type="checkbox"/> Add to MLS, KWLS, and myKW   | <input type="radio"/> Property photos  |
| <input type="checkbox"/> Role-play your scripts with a partner  | <input type="radio"/> Details of property  |
| <input type="checkbox"/> Compile information on "alternative" properties. Print 5 copies of each.           | <input type="radio"/> Tax information  |
| <input type="radio"/> 2-3 properties in a lower price range   | <input type="radio"/> Survey of lot  |
| <input type="radio"/> 2-3 properties in a higher price range  | <input type="radio"/> Floor plans  |
| <input type="radio"/> 2-3 properties with one more bedroom  | <input type="radio"/> School information   |
| <input type="radio"/> 1 condominium   | <input type="radio"/> Community information  |

#### 1 DAY BEFORE

- |   |  |
|---|--|
| <input type="checkbox"/> Assemble your showing kit        | <input type="checkbox"/> Review floor plan of house and decide where you'll set up your desk |
| <input type="radio"/> Bottled water                       | <input type="checkbox"/> Print a guest register and write in two fake names                  |
| <input type="radio"/> Notepads                            | <input type="checkbox"/> Role-play your scripts with a partner                               |
| <input type="radio"/> Flashlight                          |  |
| <input type="radio"/> Coloring books and crayons for kids |  |
| <input type="radio"/> Toilet paper                        |  |
| <input type="radio"/> Tape measure                        |  |
| <input type="radio"/> Level                               |  |
| <input type="radio"/> Paint, carpet, shingles samples     |  |



## 1. Schedule your open house

---

Your goal is to get maximum traffic driving past your signs, and the best time may depend on location, homeowners preference, and neighborhood restrictions. Some peak times:

- **Want weekend traffic?** Post signs en route to shopping centers or grocery-anchored strip malls to and from major subdivisions on Saturday morning or Sunday afternoon.
- **Capture commuters.** As an alternative to the weekend crowd, post your signs on weekdays along homebound commuter routes in the late afternoon or early evening.
- **Play to the soccer moms.** Some top agents like to hold afternoon open houses during the week to catch home-based moms doing their errands, or taking the kids home after school.

**STOP  
and DO**

### Get Your Open House on the Calendar

1. Select the best time. *You may have already established this with the listing agent.*
2. Schedule the event in your calendar.
3. Set a reminder to send the Open House Checklist for Sellers (on the next page) to the seller.

**Time: 15 minutes**

### Free Download

A copy of the Open House Checklist for Sellers (sample on next page) is available at [kwu.kw.com/ignite](http://kwu.kw.com/ignite).



# Open House Checklist for Sellers

## 1-3 Days Before the Open House

---

Spend the day or two before the open house giving your home a thorough cleaning inside and out. As a general rule, repair anything that is broken or remove it from sight. Also remove any items you will not need until after your move—when it comes to showing your home, less is more!

EXTERIOR	INTERIOR
<ul style="list-style-type: none"><li><input type="checkbox"/> Remove all yard clutter.</li><li><input type="checkbox"/> Prune bushes, remove weeds and apply fresh mulch to garden beds.</li><li><input type="checkbox"/> Clean windows inside and out.</li><li><input type="checkbox"/> Ensure gutters and downspouts are clean and firmly attached.</li><li><input type="checkbox"/> Clean your home's exterior, including the front door. Remove any cobwebs or nests.</li><li><input type="checkbox"/> Tighten and clean all door handles.</li><li><input type="checkbox"/> Ensure the house number is clearly visible.</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Remove excessive wall hangings, furniture, and knickknacks. Consider a temporary self-storage unit.</li><li><input type="checkbox"/> Clean or paint walls and ceilings.</li><li><input type="checkbox"/> Shampoo carpets.</li><li><input type="checkbox"/> Clean and organize cabinets and closets.</li><li><input type="checkbox"/> Repair any plumbing leaks, including faucets and drain traps.</li><li><input type="checkbox"/> Clean all light fixtures and ensure all light bulbs are working.</li><li><input type="checkbox"/> Eliminate unpleasant smells. If you have pets, consider boarding them until after the open house. Avoid cooking foods with strong odors. Take out the trash.</li></ul>

## The Day of the Open House

---

You should plan to vacate your home during the open house; potential buyers often do not feel comfortable exploring a home with the homeowner present. Give your house a last-minute walkthrough before you leave.

EXTERIOR	INTERIOR
<ul style="list-style-type: none"><li><input type="checkbox"/> Mow the lawn.</li><li><input type="checkbox"/> Ensure the driveway and walkways to the front door are clear and easy to navigate.</li><li><input type="checkbox"/> Keep the driveway and curb in front of the home clear for visitor parking.</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Dust wood surfaces.</li><li><input type="checkbox"/> Shine metal or glass surfaces.</li><li><input type="checkbox"/> Let in the light—turn on lamps or open drapes and shades.</li><li><input type="checkbox"/> Turn on soft music.</li><li><input type="checkbox"/> Dispose of any trash.</li><li><input type="checkbox"/> Lock up valuables or take them with you.</li><li><input type="checkbox"/> If weather permits, open the windows to let in fresh air.</li><li><input type="checkbox"/> If rain or snow is predicted, place a doormat at the entry for visitors to wipe their feet, and an umbrella stand or can.</li></ul>



## Role

## Play

Role-play the following script with a partner.

Note: *This call should only be made with the permission of the listing agent.*

Take advantage of the call to set appropriate expectations for attendance at the open house.

### Contact the seller before an open house

Hello, this is \_\_\_\_\_ with Keller Williams Realty.

I am the agent who will be holding your open house on Sunday to market your property, so is it convenient for you and your family to be out of the house from \_\_\_\_ to \_\_\_\_?

*If no:* Reschedule and let the listing agent know.

*If yes:*

Fantastic! Here's what I would like to do. I am going to start marketing and promoting your house.

I'll do my part which includes Internet marketing, social media, notifying your neighbors, and of course, putting out a lot of signs. Often lots of people show up, and sometimes no one shows up. However, it always helps if both you and I do our part, so I am going to email you a link of both the virtual tour and the flier.

If you wouldn't mind sending it out to the people you know to let them know that there is going to be an open house.

If there is anyone else you would like me to contact directly, I'd be happy to do so. You can just give me their contact information.

I'm aiming for maximum exposure to your house and together we'll make this open house a real success!

For your convenience, I can send you a copy of my Open House Checklist for Sellers by email, or drop it off at the house if you prefer.

## 2. Plan your sign strategy

Signage is an inexpensive and effective marketing tool. The goal is for people to see your name over and over again. Paint the neighborhood KW Red!

- Borrow signs from another agent or see if your Market Center has generic signs you can use.
- Look at a map or drive the different routes people would take to get to your open house from major roads. You want to make sure that your signs are seen by as many people as possible. Avoid unpleasant routes to the property.
- Consider how many turns people will have to make to get to the house if they follow your signs. Keep it to a minimum—if it takes more than four signs from the main road, that may be too many!
- Research local/HOA regulations regarding signs to prevent any complications (including removal of your signs). Before placing signs in anyone's yard, be sure to ask their permission! And follow up with a thank-you card or small gift.
- Determine when you'll put the signs out. Put out "coming soon" signs prior to the event, and add more signs the day of.
- Have a heavy hammer or small sledgehammer in your trunk to use when trying to pound signs into hard ground!

### TIP

Top agents use sign riders on top of their open house signs to generate traffic, for example:

1. Free List of Foreclosures
2. Free Appraisal of Your Home
3. Door Prize
4. Coffee and Cookies Inside!
5. List of All Homes For Sale in the Area

The riders on your "coming soon" signs should state the day and time.

### Plot Your Signage

1. Looking at a map, through Google Maps or [www.drivingrouteplanner.com](http://www.drivingrouteplanner.com), determine how many signs you will need.
2. Time block to find/purchase these materials:
  - Yard signs with riders
  - Directional signs
  - Balloons (1–2 per yard sign)
3. Time block in your calendar when to put out signs, both before the event and the day of the event.

**Time: 5 minutes**

**STOP  
and DO**

### 3. *Do your research*

---

You'll want to spend a good amount of time finding out everything there is to know about the home, the area, and other properties for sale.

- Compile information on comparable alternative properties in the area that you can also show. Alternatives are similar listings in the area, as well as listings at different price points and amenities.
- Put together a home info packet (property photos, details about appliances, air conditioners, etc., tax info, survey of lot, floor plans, school info, etc.). Print several copies to give to visitors.

**STOP  
and DO**

#### **Do Your Prep Work**

1. Use the MLS to compile information on comparable alternative properties in the area.
  - 2–3 similar properties
  - 2–3 properties in both a lower and higher price range
  - 2–3 properties with one more bedroom
2. Use the Internet to gather as much information on the property as possible for your home information packet.

**Time: 10 minutes**

#### **Tech Tip**

If you have an Internet connection, keep the printed versions of your home info packet hidden away, and display the information electronically to your visitors. That way you have a built-in reason to capture their contact information: "Can I email this information to you?"

Only pull out the printed copies for people who do not have email.



#### **KW MAPS Coaches Corner with Dianna Kokoszka**

Offering different properties for consideration will give you an opportunity to ask questions that will uncover the needs and wants of your visitors and open up opportunities to ask for the appointment.



#### 4. Get the word out

Invite people directly to your open house by actively prospecting for traffic. This is a critical lead generation activity that will build your database and position you as the neighborhood expert.

##### Door-knocking with fliers

In *SHIFT*, Gary Keller recommends knocking on 100 surrounding homes. Why so many? Because informing the neighbors about your open house will not only create more traffic, it will also allow you to lead generate for buyers and sellers, and preview other homes for sale in the neighborhood. Be sure to include any nearby apartment complexes as this will also give you the opportunity to lead generate for renters who may be interested in buying.

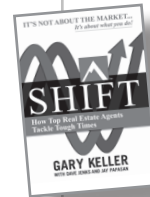
Knocking on 100 doors will require efficiency—aim to hit as many houses as you can in the shortest time possible. Walk fast! Keep your conversations brief and to the point!

Personally hand out fliers when door-knocking, as a reminder of the day and time. When no one is home, leave a flier at the door.

Systematically time yourself as you door-knock. This will help you in your planning going forward. As a rule of thumb, 20–30 homes per hour is a reasonable guide.

*Track the following as you door-knock with fliers:*

Number of doors-knocked	
Number of people you spoke to	
Number of people who expressed interest in attending the open house	
Number of people who gave referrals	
<b>Total time spent</b>	



##### Tech Tip

Ben Kinney and his team use software called mojosells to find the names and phone numbers of people living around his listings.



**STOP  
and DO**

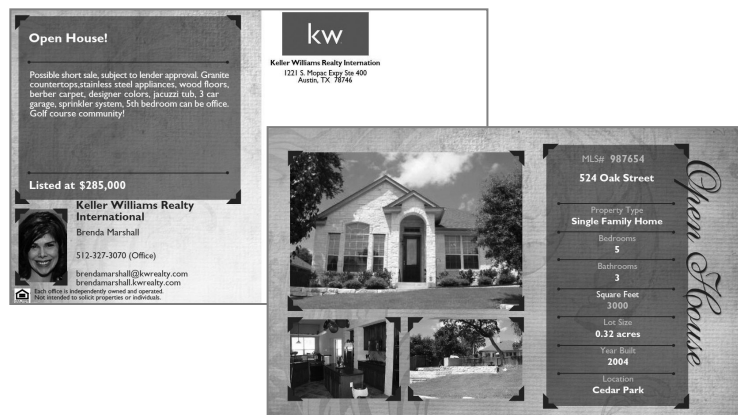
##### Door-Knocking

1. Time block to door-knock on 100 neighborhood homes/apartments, one to two days before the event.
2. Review the flier template included on the next page and discuss how you will customize it for your open house.
3. Time block when you will design and print your fliers.

**Time: 5 minutes**

How to create an open house flier in eEdge:

1. Before logging in to eEdge, have between three and four digital photos of the property ready. For best print quality, these photos should be at least 169w x 127h pixels.
2. From the eEdge Control Panel, click **New Listings**.
3. If you have permission from your Market Center to use the office's MLS ID, and you entered it when you activated your eEdge account, you should see all the listings for your Market Center.
4. Next to the property you've selected for your open house, in the Actions column, click **Create Marketing Material**.
5. From the Design Gallery menu, click **Market My Listings > Postcards > Open House** and then click **Select** on the design you will use for your flier. The number of property photos that you'll upload varies with each design.
6. You will arrive at the **New Project** screen. Follow the prompts to complete your flier project. If you need specific instructions, refer to the *myMarketing* lesson in the *eEdge 101 Training Guide*.
7. When your flier project is complete, click **Download** and follow the prompts to save your flier as a PDF.
8. When finished, you will have a two-page PDF that, when printed double-sided, will contain two postcard-sized fliers.



With a partner, use the following scripts to role-play the conversations you might have with

1. Neighbors of the seller
2. Renters in the area

Take turns playing the role of the agent and the open house visitor.

**Time: 5 minutes**

**Role**

**Play**

### ***“Come to My Open House!” Scripts***

#### **Invite the Neighbors**

Hi, my name is \_\_\_\_\_ and I am with Keller Williams Realty. You may have noticed my sign just went up in the neighborhood for an open house at the \_\_\_\_\_ (name of family) house at \_\_\_\_\_ (address).

As a courtesy to them, they requested that I come by and invite all the neighbors to our open house this \_\_\_\_\_ (day) from \_\_\_\_\_ to \_\_\_\_\_ (time).

As always, we'll have refreshments. I'd love to invite you to come over, as I've found that neighbors are interested in seeing what homes in their area are selling for, and also how they are decorated. So do you think you might be able to make it this weekend?

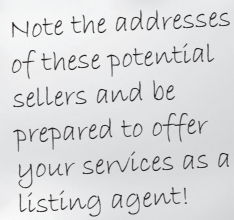
*If yes or no:*

I'd also like to ask, a lot of times neighbors like to pick their own new neighbors. Do you know anyone who is interested in moving into this neighborhood at this moment? Or, who in your family might want to live close to you?

#### **TIP**

Make personalized labels with your name, website, and phone number to give to visitors.

If yes:



Note the addresses of these potential sellers and be prepared to offer your services as a listing agent!

I'll give you a couple extra fliers for those people, or if you think of anyone specific I'd be more than willing to call them.

Also, sometimes the buyers who come to the homes need more bedrooms or fewer bedrooms, so I always like to give them a second choice in the neighborhood. Do you know anyone else in the neighborhood who might be thinking about selling, so I could direct them to that home if for some reason this home isn't right for them?

### Invite Renters in the Area

Hello, my name is \_\_\_\_\_ from Keller Williams Realty. We are holding an open house right in this neighborhood, and as a courtesy to the owners, we are inviting all the potential first-time home buyers in the area.

As you may or may not know, we are in an area where renters can buy a home for almost the same amount as they are paying in monthly rent.

So I have some information today for you on how to buy a home with almost zero down and how to get the seller to pay your closing costs. (*give information*)

I would like to invite you to our open house this weekend so if you have more questions about it, you can come by for some refreshments and get to know me. I won't take any more of your time, once again, my name is \_\_\_\_\_, thanks for letting me interrupt you today.

### KW MAPS Coaches Corner with Tony DiCello

Kill two birds with one stone when door-knocking by taking the opportunity to preview your competition! You do not want potential clients to be more knowledgeable about the neighborhood than you are.

Check to see if there are any other homes in the area for sale, and as you door knock, be sure to stop by and preview them. *"May I please tour your home? I will be sure to bring over any buyers who come to my open house if I see that what they are looking for matches your home."*

*Note:* You must call the listing agent to let them know you plan to tour the home—get their number off their sign.

## *Leverage the Internet*

Use email and Facebook to let your sphere know about your open house, and be sure to post your open house online so that consumers can find it on their own. Craigslist, Trulia, and Realtor.com are popular sites for open house information. Your local paper may also have an open house service.

**STOP  
and DO**

### **Work Online**

1. Time block in your calendar for social media: aim to use at least one forum.
2. Break into pairs or teams and go online to research Internet open house services by typing in “(name of town) open houses.” Decide which, if any, you will use to advertise your open house.

**Time: 5 minutes**

### **Social Media**

Create an event on Facebook.

1. Hit the “create event” button on Facebook, and fill in all the details about the open house you have selected, including the time and place. These can be edited later.
2. Choose the level of access to the open house. If the event is open, anyone can see the details and add themselves to the guest list. This may or may not be appropriate, depending on the wishes of the sellers or your own safety concerns. If the event is closed, only the time and description is shown to uninvited guests. Facebook users can request to be added to the guest list for complete event info.
3. Invite guests. Select friends and others on Facebook to attend your open house. You can even send emails to people not on Facebook. After you invite people, you are done creating the event for your open house.

**Real**

**Play**

**Time: 10 minutes**

### *Phone calls*

Let your database know that you will be holding an open house. Whether or not they are interested in buying, by reaching out you will have an opportunity to touch base.

**Role**

**Play**

With a partner, use the following script to role-play the conversation you might have with Mets in your database.

**Time: 5 minutes**

### **Invite People in Your Database**

This script accomplishes two things:

1. It lets them know we are productive.
2. It tells them we care about them.

Hello \_\_\_\_\_ (name), this is just a quick call to invite you to an open house in \_\_\_\_\_.

I know that you live close to that neighborhood, and I would love to see you!

I know you are probably not in the market for a house but I'll be there from \_\_\_\_\_ (time) on \_\_\_\_\_ (day), and if you want to come over and have some refreshments that would be great!

## Make Phone Calls

Start dialing! Make as many calls as you can, and set as many appointments as possible. Use the call sheet on the next page to track your calls. If anyone has a referral for you, be sure to capture as much of their contact information as possible!

*Arm yourself with these tools*

- Call sheet
- Cell phone
- Description and address of open house

*Keep these suggestions in mind as you dial*

- Clear your mind.
- Say an affirmation out loud or think about the dollar value of this call.
- Speak in a positive, upbeat voice.

**Time: 10 minutes to make as many calls as you can!**

**Real**

**Play**

# Call Sheet

Date \_\_\_\_\_

Name and Number	Referral Name and Number	Result and Follow-up*
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

*\*For example, left message, no answer, added to next-day call list, etc.*



Real-Play Results
I made _____ calls.
I made _____ connections.
I got _____ referrals.
I got _____ appointments.

What went right?

What were the challenges?

How can you power through the challenges next time?

# The Day of the Open House

---

## TIP

Be mindful that everything you do (or do not do) for an open house you hold for another agent is a reflection on them. Be punctual, be polite, and above all, be professional at all times!

## Tech Tip

If you have an iPhone or tablet, download the app Real Alert. Created specifically for agents and available, for only \$1.99, it enables agents to dial 911, a friend, or set off an alarm with a quick tap.



It's showtime! Enjoy your open house guests—get to know them and communicate your experience and expertise. Do each of the following eight tasks.

### *1. Gather your gear*

---

Make every minute productive by bringing your database to call leads when it is slow. Program your lender's phone number into your phone, and have their business cards with you. Finally, pack up your open house kit (items are identified on your Open House Countdown Checklist).

### *2. Decide on your outfit*

---

Whatever your style, the key is to be approachable. Avoid overly formal or overly casual outfits. Consider the price point of the neighborhood, the day/time of the week, and the brand image you wish to project. A Keller Williams shirt is always appropriate and will make you easily identifiable as the real estate expert on duty!

### *3. Make safety your priority*

---

Before you start setting up, check all the rooms, establish some escape routes, check your cell phone reception, and program emergency numbers on speed dial. Notify someone that you will be calling in every hour, and if you do not call, they are to notify the police. If you have a smartphone, upload apps that allow you to share your location through GPS and/or send help messages with just one tap.

### *4. Arrive early to set up*

---

Allow at least one hour of prep time before the open house begins. In that time you will be adding signs, setting up your “desk” in the home, and familiarizing yourself thoroughly with all the home's features.

Also, should the owners still be there, this will give you adequate time to get them out of the house before the event begins!

Both you and the owners should park your cars on the street, in front of the house. This will create the impression that the house has visitors. A crowded storefront always attracts more customers!

## 5. *Connect with your visitors and capture valid contact information*

---

You can ask your visitors to sign your registration form (see the next page) with this script (after you have introduced yourself and made any small talk).

Before you take a look at the house, the owners have asked that everyone please complete this registration form/sign the guest book. Thank you!

Next, ask as many questions as possible, for example:

What brings you in here today?

Are you in the market for a home?

A lot of times, people come to open houses because they are curious about what their own home would be worth. Is that your case?

Once you know where their interest lies—buying, selling, or curious neighbor—you can move in that direction to convert them to an appointment.

### TIP

For safety's sake, as you tour the home with visitors, always walk behind them. Position yourself so that they are leading the way as you follow from a close distance.

### TIP

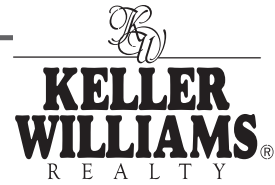
Pre-fill in at least one visitor's name and complete contact information. People will be more likely to add their names.

### **KW MAPS Coaches Corner with Dianna Kokoszka**

You can also wait to get contact information until the end of their visit, because by then you will know something about their needs and can come from contribution by offering services before you ask for something from them.

For example, if they are interested in market trends, school reports, etc., you can have them give you their contact details so you can send them your information.

# Welcome! Please sign in



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

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

PHONE: \_\_\_\_\_

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

Currently do you:  own?  rent?

When do you plan to buy a home?  Now  1-3 Months  3-6 Months  Other

How did you hear about this house?  Friend  Driving by  Signs  Other

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

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

PHONE: \_\_\_\_\_

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

Currently do you:  own?  rent?

When do you plan to buy a home?  Now  1-3 Months  3-6 Months  Other

How did you hear about this house?  Friend  Driving by  Signs  Other

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

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

PHONE: \_\_\_\_\_

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

Currently do you:  own?  rent?

When do you plan to buy a home?  Now  1-3 Months  3-6 Months  Other

How did you hear about this house?  Friend  Driving by  Signs  Other

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

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

PHONE: \_\_\_\_\_

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

Currently do you:  own?  rent?

When do you plan to buy a home?  Now  1-3 Months  3-6 Months  Other

How did you hear about this house?  Friend  Driving by  Signs  Other

## 6. Convert visitors to appointments

---

As you tour the home, remember, it's really not about the property! It's about your visitors' wants and needs, and the services that you can provide to help them achieve their real estate dreams.

With a partner, role-play the conversation you might have with potential buyers.

**Time: 3–4 minutes**

**Role**

**Play**

### Buyers

If the visitor is a buyer, assess their wants and needs as you tour. Ask questions like the following:

What do you think about this house?

Is it the kind of house you can imagine yourself living in?

What would stop you from making an offer on this home?

Do you need something bigger or smaller?

Mr./Ms. \_\_\_\_\_, I have a list of several really great properties that may work better for you. I wouldn't mind sending it to you; do you have a good email address where I could send it to you? (*Get email address.*)

In fact, this open house is over at 4:00. I would be more than willing to jump in my car and show some of the homes that I think would fit your criteria if you have any openings this afternoon.

*If no:*

OK, I completely understand, and I would be more than willing to email them to you. I know this evening doesn't work for you, is there a day next week or next weekend that would be better for you?

A lot of banks require that buyers are pre-approved and have letters available, so if you got to the point where you are serious about buying you would have to make sure that you had spoken to a lender.

Have you talked to any lender yet about the home buying process? I have a great lender who is good at answering questions, I'd be more than willing to give you his number or have him give you a call if you ever wanted to ask questions about interest rates, or about your monthly payment. *(Get phone number, or give number of lender.)*

**Role**

**Play**

With a partner, role-play the conversation you might have with potential buyers who are selling.

**Time: 3–4 minutes**

### **Buyers Who Are Selling**

If the visitor is a buyer, take the opportunity to investigate whether or not they also have a property to sell.

Where do you live now?

Do you own that home?

Would you have to sell that home before you purchased?

*If yes:*

Do you have any idea how much your home would sell for in today's market?

Would you like me to give you a quick estimate/ second opinion? It's something that I do for free for all my friends and clients and people that I meet. I would be happy to come over and take 5 or 6 minutes to give you a rough estimate and with that I can show you all the homes that have sold and how long it took them to get sold in case you were curious to know how long it took them to sell.

With a partner, role-play the conversation you might have with potential sellers.

**Time: 3–4 minutes**

**Role**

**Play**

### **Sellers**

If the visitor is a seller, you have the opportunity to secure them as a buying client (*see previous script*), and you may also be able to secure their listing:

Are you curious about what your home is worth? I'll be tied up here until about 4:00 p.m., and I would be more than willing to come over after that. It only takes me about 5 minutes to walk through the home and I could probably give you a pretty good estimate—within a range—of what your home would sell for.

*If yes:*

Great, I will see you then.

*If no:*

I have prepared a list of comparable sales in your neighborhood. That would give you a good idea of the value of your home. I wouldn't mind sending it to you; do you have a good email address where I could send it to you? (*Get email address.*)

## Neighbors

Some visitors to the property may just be neighbors who aren't necessarily interested in either buying or selling:

It always seems to me that when neighbors come by they are either looking for decorating ideas or at some point were curious what their home might be worth. Have you ever thought of selling your home?

*If yes: Use the seller script on previous page.*

*If no:*



Never miss an opportunity to lead generate for referrals!

I understand that you would never want to leave, this is a fabulous neighborhood, that's why I am so excited about selling a property here.

I imagine there are a lot of other people like you who would love to live in this neighborhood. Can you think of anyone you know who would like to live in a neighborhood like this? You could pick your own neighbor.

*If no:*

Thanks for thinking about that. I would be happy to include you on my list of people I occasionally send market updates to, if you'd like to give me your email.

*If yes:*

Would you mind if I email you the virtual tour of this home, so you can send it out to anyone you know who might be interested in moving to your area?  
(Get address.)

*If yes, with specific name:*

Great, would you like me to contact \_\_\_\_\_  
(name) and offer them a private tour?



### *A note on ethics*

Before you go too far down the road of qualifying your visitors and asking for an appointment, you must establish that they are not already in a formal relationship with another agent.

Ask a few simple questions to see if they are free to work with you.

With a partner, role-play the conversation you might have to ask whether or not they are working with another agent.

**Time: 3–4 minutes**

**Role**

**Play**

Have you seen any other properties in town?

Have you been inside any other properties?

Were you with an agent when you looked at the properties?

*If no:*

It sounds like you are not working with an agent yet, right?

*If yes:*

So you have been working with an agent? Do you feel like you are having a good experience? You are getting all the good deals sent to you? Have you signed a commitment yet?

We have a code of ethics, it is part of our realtors association, where we can't work with any client who is currently working with another agent. Now, what I often find is that people change their mind if for some reason personalities do not mix. What I would like to do is give you my card and I would like to be your second agent. So if you ever feel that they are not communicating with you or dropping the ball or not getting you the best deals, I can be the second person you work with. I am sure you appreciate that I am the kind of person who would never violate ethics or interfere with an existing relationship that you have.

## *7. Handle multiple groups*

---

When it rains it pours! If more than two or three people/couples come in, ask as many questions as you can to quickly identify who has the best potential as a lead, and spend your time with them. For the people you cannot get to, at a minimum, make sure everyone signs in and then call them back: “You were in my open house today, and there were so many people there that I was not able to spend any time with you and see how I can be of assistance.”

## *8. Make use of downtime*

---

Have your database on hand, and use free time to make calls. Also, immediately write a thank-you note to any visitors and drop them off at the nearest post office on your way home.

### **KW MAPS Coaches Corner with Tony DiCello**

We know people visit open houses for three reasons: because they are interested in buying, selling, or checking out other houses in the neighborhood.

The one commonality between these three objectives? *It's YOU.* Regardless of why they are at the open house, they are evaluating your skills as a professional. Never miss a chance to share market statistics, and your neighborhood knowledge.

# After Your Open House

---

The key to a return on the investment of your time and effort is immediate follow-up. There are only 6 steps. Be extraordinary! You will lose validity—not to mention name recognition—if you wait too long to get in touch.

## *1. Leave the house exactly as you found it*

---

Turn lights off, sweep up any cookie crumbs, and re-adjust the thermostat. Safety tip: check all doors and windows to ensure they are still locked! Thieves may unlock windows and then come back later to break in.

## *2. Capitalize on immediate appointment opportunities*

---

Don't let the NAR statistics discourage you (less than 1 percent of buyers purchase a home they first saw at an open house), and focus instead on the bigger truth: You have connected with prospects who are already in the mood to look at homes and talk real estate today. Don't limit them or yourself to this one property—practice the scripts for converting visitor to appointments so you are prepared to extend your open house opportunity beyond its scheduled time, for example, you can take them out to view other homes as soon as the open house is over.

### TIP

When hosting an open house for another agent, always contact them immediately afterward to let them know how many people attended and what feedback was offered. They will use this information to strategize upcoming open houses with their sellers.

### *3. Follow up the next day by phone*

---

Use the script below when calling open house visitors the day after the event. If no answer, send an email with the same wording as the script below. Repeat daily until you connect.

**Role**

**Play**

With a partner, role-play the follow up conversation.

**Time: 2 minutes**

Hello \_\_\_\_\_. This is \_\_\_\_\_ with Keller Williams. I just wanted to take a moment to thank you for coming to my open house yesterday.

I would like to follow up to see if you have any immediate real estate needs. I would be happy to send you some more information or get you in touch with any of our preferred lenders.

Just so I can be sure, how soon were you thinking of buying a property? I have a system that will allow me to send you properties as soon as they come on the market—would you like to be the first person to know when a new home comes on the market in your area?

*If yes:*

Great, let me ask you a few follow-up questions (price, square footage, number of bedrooms/bathrooms, location, etc.). If you see anything you like, all you have to do is send me a quick email, text, or give me a quick call and I will make an appointment to show you the homes.

If it is OK with you I would like to follow-up in a couple of days or a week with you to see if any of the homes that I emailed you fit your criteria.

#### **KW MAPS Coaches Corner with Tony DiCello**

Go ahead and follow-up the same day with any leads you feel are especially hot.

#### 4. Enter contacts into your eEdge database

Transfer the names, contact information, and any other notes you have about the visitors at your open house into your eEdge database. The more information you are able to capture about each lead, the most relevant and meaningful your follow-up communications will be.

#### 5. Put contacts on touch campaigns in eEdge

Take advantage of eEdge's "set it and forget it" approach by putting your open house visitors onto an 8 x 8 touch campaign. You may want to create an open house category.

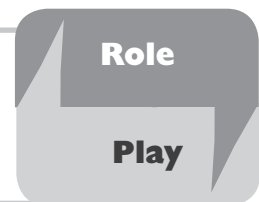
#### 6. Call everyone when the home sells

Never miss an opportunity to touch your database, especially if you can share good news about your business. Use the sale of the open house to follow up with your visitors and connect with your database.



With a partner, role-play the conversation you might have as you announce that the home has sold.

**Time: 1 minute**



Hello, this is \_\_\_\_\_ from Keller Williams. This is a courtesy call, you had called, visited, or inquired about the property at \_\_\_\_\_ (address). I would like to let you know that it has sold. There are other homes in the area that are available, so I just wanted to know if you or anyone else you know would be interested in getting matched up with the other homes in the area that have come up on the market.

# Aim High

*“If you are not going to take your open house to a level 5 or above, don’t even bother doing it.”*

**Tony DiCello**  
Director of KW  
MAPS Coaching

You’re ready for open house glory! Now that it is time to take action, really go after it. “Don’t do a little and expect a lot,” as Gary Keller says in *SHIFT*. “To get the best returns from any lead generation action, you must go all out.”

Gary cites the Level-Seven open house as an example of how top agents really go all out. While some agents just put a sign in the yard, you are now equipped to do so much more—six levels more, to be precise—to follow the model presented in *SHIFT*.

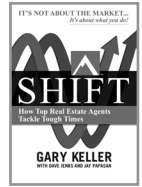
## Level-Seven Open Houses

---

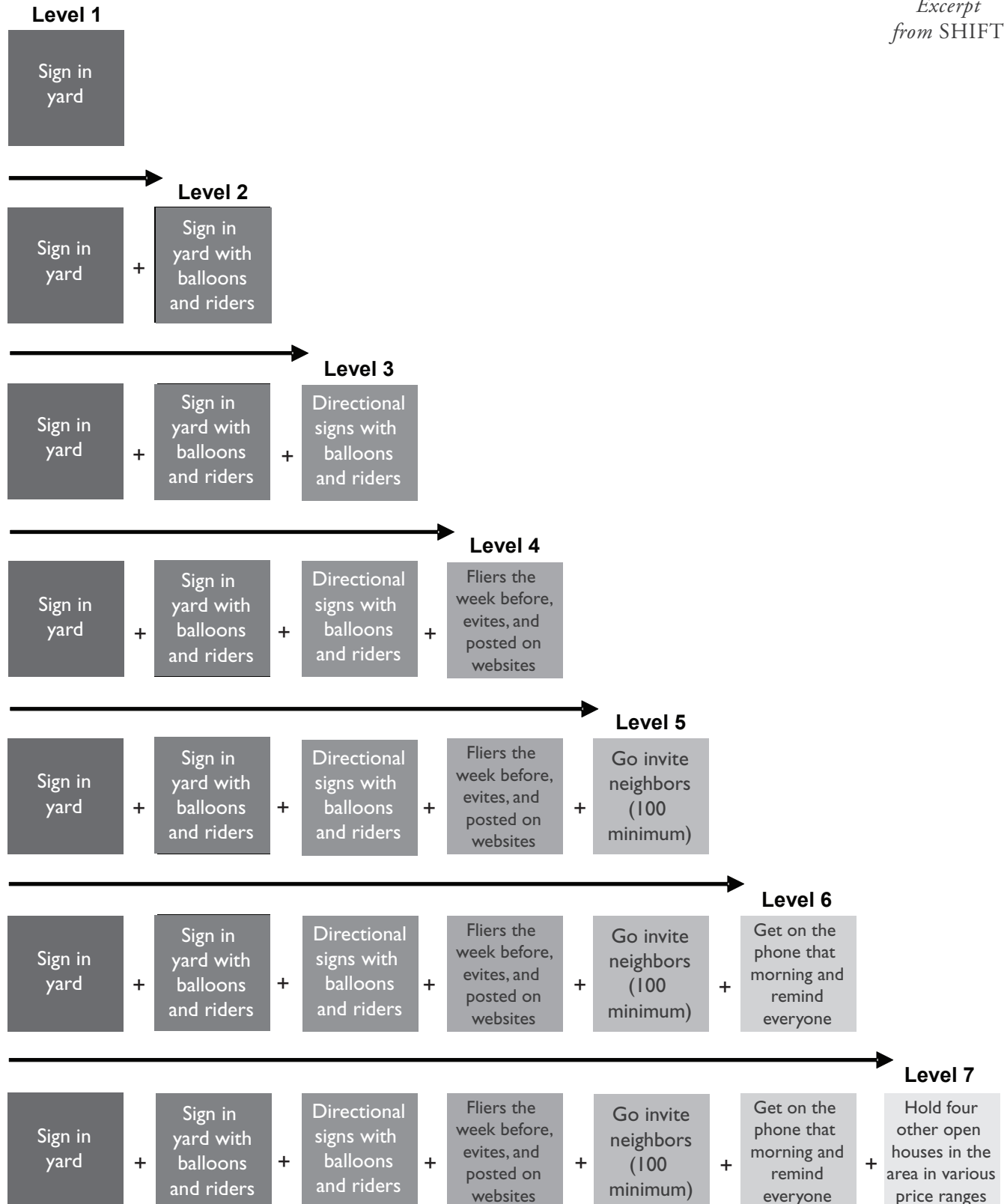
1. Put up an open house sign in the yard the day of the event.
2. Put up open house rider(s) several days in advance. Add balloons the morning of the event.
3. Put up directional signs early the morning of the event.
4. Advertise the event:
  - Prepare fliers in advance so you can pass them out midweek.
  - Prepare and post ads for open house guides in newspapers and on the Internet (such as Craigslist, Realtor.com, the local real estate board website, and other Internet sites).
  - A few days in advance, invite contacts in your database using email or social media.
5. Go door-knocking midweek for two days (Wednesday-Friday) and pass out fliers to neighbors. Go at least two days prior to the open house. Practice the scripts!
6. The morning of the open house, call to remind the seller and potential visitors.
7. Arrange with other agents in your office to promote each other’s open houses, especially in the same price range and neighborhood. This can also be done with competing offices.

# Don't Be a Stick in the Mud

## Taking Open Houses Beyond the Basics



Excerpt  
from SHIFT



## Lead Generation Focus

You will succeed with open houses if you keep your focus on the lead generation opportunities. Get purposeful with open houses! Take advantage of every phase of the event to promote your services to your Mets, Haven't Mets, and social media network.

Your goal from every open house is to get 1 buyer or listing appointment. The more people you can invite and attract to your open house, the better your odds will be!

Think of it this way: What if no one even shows up? If you have marketed correctly and focused on the days before and after the event, whether or not anyone actually shows up is irrelevant, because you have taken control of the leads rather than left your chances up to the gods.

OPEN HOUSES: LEAD GENERATION FOCUS	WHEN	ACTION	WHO	HOW
	BEFORE	Invite to open house	Database	Call, Facebook, Twitter
		Ask for referrals		
	BEFORE	Invite to open house	Neighbors, nearby renters	Door-knocking
		Ask for referrals		
	DURING	Get appointments	Face-to-face visitors	Talk Build rapport
		Ask for referrals		
	DURING	General prospecting	Database	Call
	AFTER	Get appointments	Face-to-face visitors	Call Email/note Touch program
Add to database				

### *My open house goals*

	GOAL	ACTUAL
Contacts added before open house		
Contacts added from open house		
Appointments scheduled	<b>1</b>	



## Recap What You've Done

---

You have set the wheels in motion for a very successful open house!

✓	Completed Lessons and Tasks
✓	You have learned to organize your open house into 3 phases: before, the day of, and after.
✓	You have scheduled your open house, planned your signage, and researched information on the property, as well as on alternative properties.
✓	You have gotten word out to drive traffic.
✓	You have planned your follow-up activities for after the open house.
✓	You have studied how to do a level-seven open house.



# Get to Work

## Your Action Plan

---

Time block and complete the following activities before the next Power Session:

Done	My Action Plan	By When
	Using your <i>Open House Countdown Checklist</i> , check off the tasks you have already completed, and timeblock for anything else on the list.	
	Schedule the next three open houses in your planner (if you have not done so already.) <ul style="list-style-type: none"><li>• Rinse and repeat! Starting three days before the open house, follow the exact process you used to organize this week's event.</li></ul>	
	Come to <i>Power Session 4: Prospecting</i> with the following items: <ul style="list-style-type: none"><li>• Database</li><li>• Cellphone</li><li>• Thank-you notes, envelopes, and stamps</li></ul>	

## Your Job Aids

---

### Free Download

Download electronic versions of the toolkit items from the Ignite course page at [kwu.kw.com/ignite](http://kwu.kw.com/ignite).



- **Open House Countdown Checklist** provides you with a detailed and comprehensive planner to take you all the way from three days before the open house to your follow-up after the event.
- **Open House Checklist for Sellers** to inform sellers on preparing their property for the open house.
- **Flier Template** to use as a prototype when creating your own.
- **Scripts.** Practice them with your partner.

# Your Daily 10/4 Assignment

---

In your calendar, time block and then complete the following activities before the next Power Session.

Four Habits	Daily Goal	Done
Build and Manage Your Database	Add 10 people to your database.	
Prospect	Connect with 10 people.	
Follow Up	Write 10 notes.	
Know Your Market	Preview 10 homes this week.	

Aha's

---



**My Aha's**

1. Write down your three most powerful Aha's from this Power Session.

1.
2.
3.

2. Share one Aha with the class.

**Time: 5 minutes**

# Ignite Correction and Suggestion Log

**Instructor Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Market Center:** \_\_\_\_\_ **Power Session #:** \_\_\_\_\_

<b>Content Type</b> (instructor manual, student manual, job aid)	<b>Page Number</b>	<b>Type of Correction</b> (misspelling, wrong reference to resource, etc.)	<b>Description of Correction or Suggestion</b>

Suggestions for this Power Session:

---

**Please send this completed form to KWU**

**email:** [kwuhelp@kwu.com](mailto:kwuhelp@kwu.com), attn: KWU Ignite

**fax:** 512-328-1433

**mail:** 1221 South Mopac Expressway, Suite 400 Austin, TX 78746

