

WORKBOOK

Open House Series




PART 1

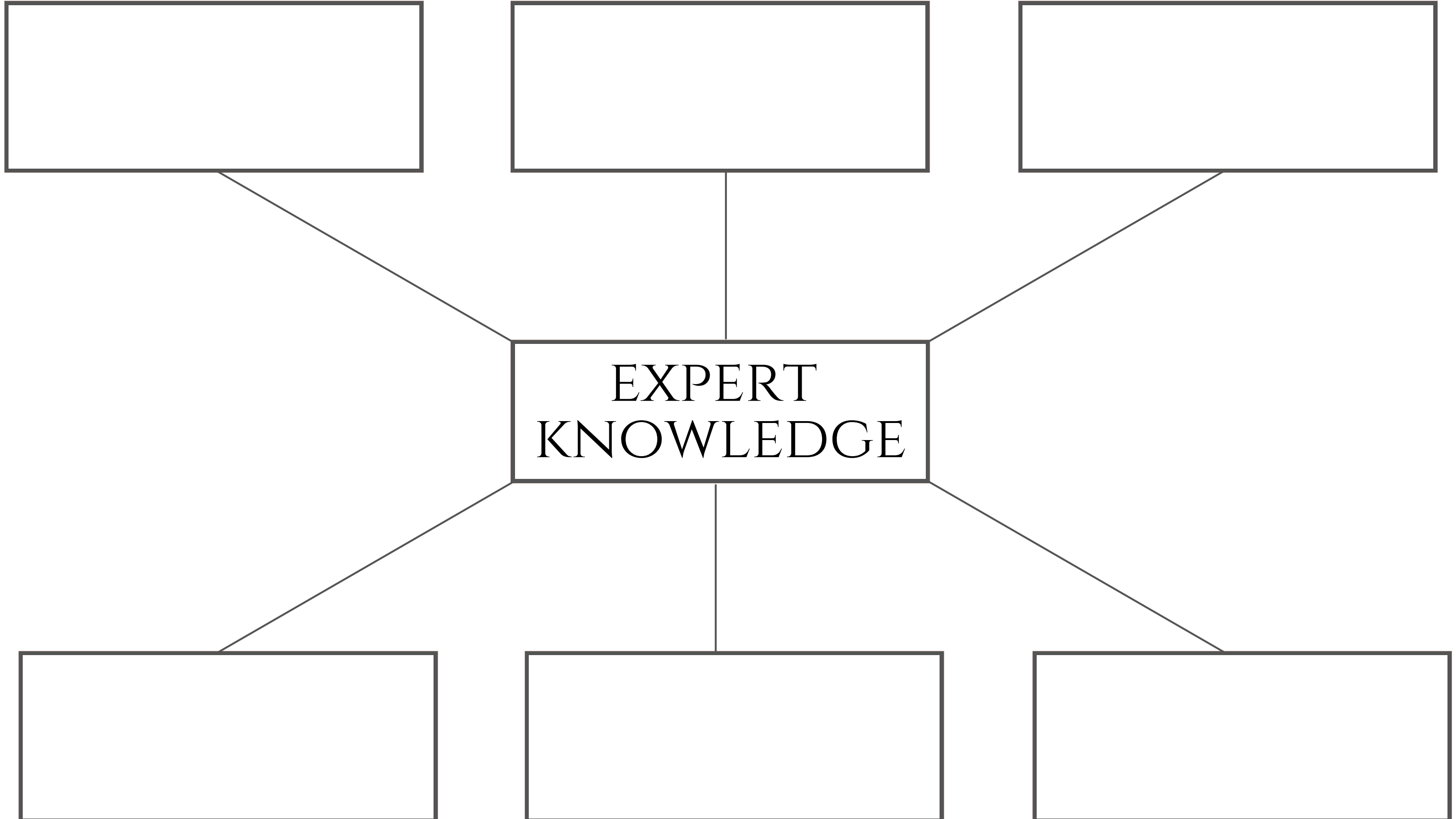
Brought To You By:

Femme Boss

OF A 3 PART SERIES

THE OPEN HOUSE CHECKLIST

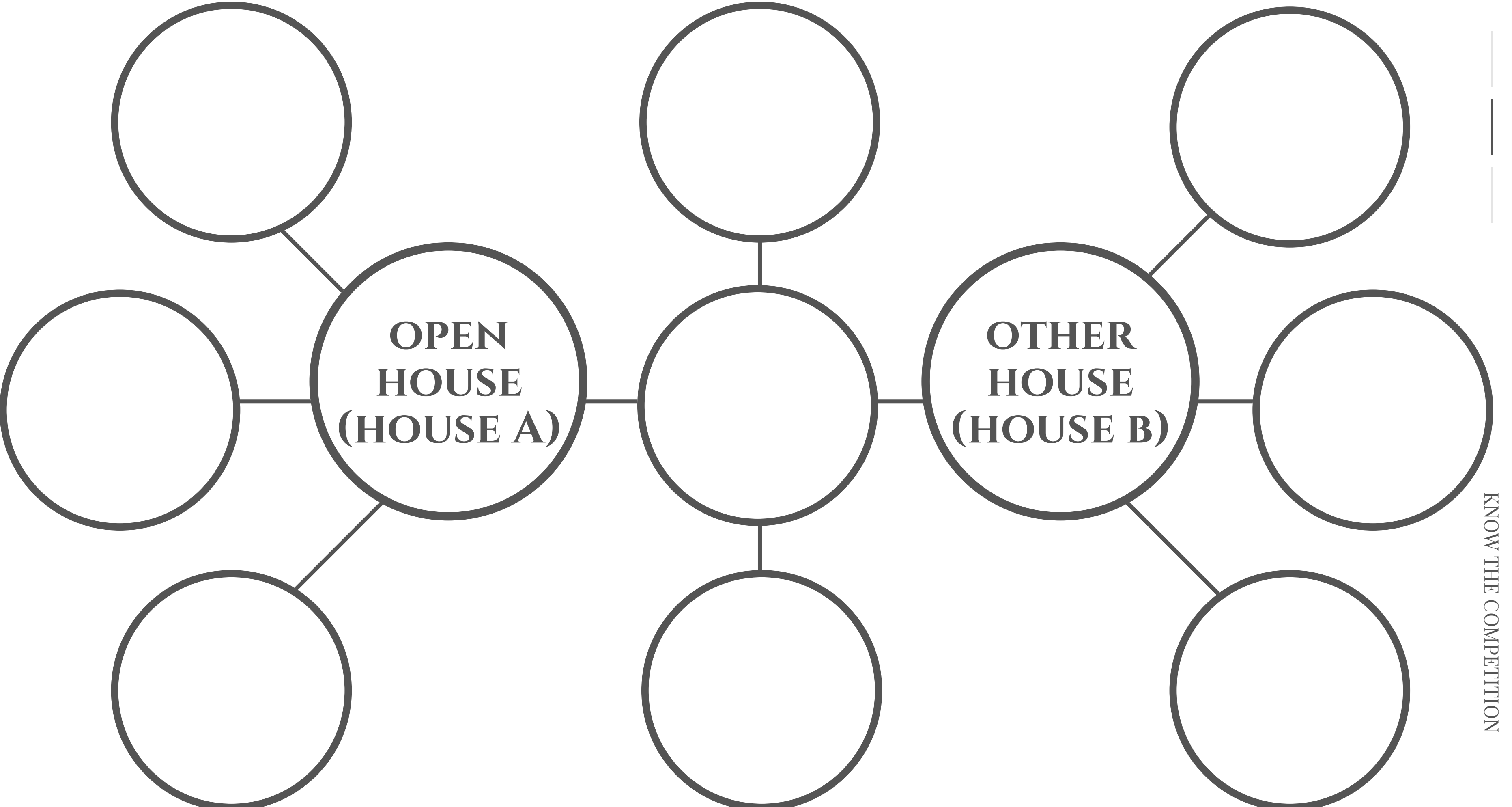
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- A neighborhood farm picked out
 - Knowledge of the neighborhood
 - Email template when you request to host an open house for another agent.
 - Knowledge of other options of houses to take guests to.
 - Questions to build rapport with guests.
 - Script to set an appointment on day 1
 - Flyer to market your open house
 - Customizable templates for Open House Flyers, Social Media Posts, & Open House Signs
 - Open House timeline to follow with step-by-step directions from start to follow-up & conversion.
 - Templates to use for your Open House "follow up" process



Opposite

In Common

Opposite



KNOW THE COMPETITION

03

KNOW WHAT TO SAY

Introduction

"Hello, I'm ----- with Keller Williams Realty, welcome to my open house!"

Get them to laugh as quickly as possible - you have 34 sec. to make a good impression. Laughing about something makes them feel like they know you.

Give them a quick rundown of the house, **"This house is a 3 bedroom 2.5 bath, it is 1,813 sq. ft. All of the rooms are on the second floor. I cannot wait for you to check out the master closet, it is massive! I'll meet you back in the kitchen when you are finished to answer any questions you may have, and also, ask you for your feedback for the sellers, ok?"** (you "do the nod" when you say this)

"Great! If you will, please, check in for me right here, so that they know that I'm actually here doing my job, I'd appreciate it! Have a lovely look around and I'll see you guys in the kitchen."

*You talk about the house because you want them talking about THEM the entire rest of the time. ALLLLLLL about them! Find out motivation, rapport, etc.

03

KNOW WHAT TO SAY

The "Checking In" Strategy

Using Open Home Pro (free version) say:

They'll introduce themselves and you say, **"It's so nice to meet you Bob (<- USE their name as often as you can!). Do you mind *checking in* for me so that they know I'm actually here, doing my job?"** *You chuckle a little* People want to help people, it works.

If they say "No, I just want to take a look around the house."

Respond with, **"I understand, however, I am responsible for the seller's home and have strict instructions from the sellers that everyone is to check-in."** You respond and do "the nod" **"I'm sure you understand, with them having strangers come through their home when they are not here, don't you?"**

If they still say no, you say, "Ok! Bye Have a great day!" For real though - you can let them browse or not, I personally, do not. I am responsible for an individuals home and do not allow strangers to tour homes without their information and I'm also there to get leads ie: information.