

RE/MAX[®] REVOLUTION

AGENT TRAINING

REV AGENTS GUIDE TO OPEN HOUSES



**OPEN
HOUSE**

IT'S NOT GOING TO HAPPEN IF
YOU DONT MAKE IT HAPPEN

Inviting the Neighborhood to an Open House

You want the neighborhood to either come to the open house or invite others to the open house. After all, neighbors often know someone interested in living nearby. You never know if they have a family member needing to buy in the area to be closer.

Script: “Hi there, I am an agent with RE/MAX REVOLUTION. You may have seen the open house sign in your neighborhood. I wanted to let you know that we have an open house in your neighborhood at __[address]__ on __[date]__. We’d love you to come by and wanted to check if you might know someone who might be interested in living in the area.”



“WE CANNOT SOLVE PROBLEMS WITH THE KIND OF THINKING WE EMPLOYED WHEN WE CAME UP WITH THEM.”

—ALBERT EINSTEIN

SIGNAGE AND EXPOSURE

4 to 8 signs at every open house. (as many as you can) to bring people in.

I recommend attaching **red and blue balloons** on your open house signs so that people see your signs.

Put your open house on the MLS the Monday prior to the open house.



Greeting Guests at an Open House

Potential buyers have shown up at the open house; perfect. Whether it's a real-life or virtual open house, you now need to engage them and build a rapport.

Script: "Welcome to the open house! We have refreshments in the kitchen, and I'm here to answer any questions you have about the property. Let me know if you want a personal tour or would rather take a look around yourself. We've got a lot of interested buyers today, so we are asking for offers to be put in by [date]."

If you have a busy open house, you probably can't give a personal tour to everyone. But you can offer. Make sure they know that you're available for any questions.



"STAY AWAY FROM THOSE PEOPLE WHO TRY TO DISPARAGE YOUR AMBITIONS. SMALL MINDS WILL ALWAYS DO THAT, BUT GREAT MINDS WILL GIVE YOU A FEELING THAT YOU CAN BECOME GREAT TOO." —MARK TWAIN

Getting the customers contact info at Open Houses

To properly generate leads as an agent, you need contact information. But people today are very wary of giving their contact information to someone; they think they're going to be spam called. As people walk in, you can immediately turn the conversation toward the sign-up sheet.

I have found a better way to gather contact information and not make it an obvious mass gathering of leads is to find a reason to contact THIS ONE PERSON. Make it seems like you are doing them a favor. You are going to email them the sellers disclosure or a text them a link to the listing.

I personally take a blank notebook to open house and when I am engaging with a customer I will find a reason to get their contact info and I will write it down on a blank sheet (This becomes your prospect sheet for your lead generation book.

As soon as that prospects leaves or walks away from me
I write down everything I learned from them.

Finding Out More About Buyers

It's not all just about THIS HOUSE. It would be great if this house was "THE ONE", but it either is or it isn't. You are not going to sell them on this house if it isn't the one. What you are ultimately trying to do is CONNECT with the customer. Find out about them. Here are several probing questions to use. Remember NATURAL is what you are going for.

Script questions:

- 1) Is there anything in this house that you feel it's missing from what you are looking for?
 - 2) Are you from this area already? What brought you to Pleasant Hill to look?
 - 3) What would be the ideal house for you?
- Ultimately you just want to get to know them and connect with them.

Engaging Buyers who Are “Just Looking”

Situation: You have buyers at your open house who say they’re “just-looking” or “aren’t ready to buy.” How can you keep them engaged?

Script: “That’s great. It’s always good to look first and understand the market. What would be your ideal house?”

In this script, you validate what they’re doing (looking without intent to buy) while pushing them to think more about what they want. They may become more eager to commit as they think about what they want.



“IT IS ONLY WHEN WE TAKE CHANCES THAT OUR LIVES IMPROVE. THE INITIAL AND THE MOST DIFFICULT RISK WE NEED TO TAKE IS TO BECOME HONEST.” —WALTER ANDERSON

Getting an Appointment With Buyers

You think buyers are interested, but they need an extra push to commit. Before they're out the door, you want to ensure you can secure another touchpoint.

Script: "Would you like to schedule a time to discuss this property and what your needs are?"

If you get the feeling that the buyers are uninterested in the property; there's a major dealbreaker about the property, the property already has been offered, it's too small, it's out of their budget — it's just not the right one.

Script: "Thanks for coming to the open house. We have a few similar listings in the area that I will send you."

Send other properties to them and offer to show them these other properties with confidence — you should presume that they aren't going to say no. The more detailed your plan, the more likely the buyer will agree. You want to make it easy for a potential buyer to say "yes" to you.

Its all in the follow up

TEXTING

Why not find a house that would be perfect for them and text them a link to it on Realtor.com? Ask them when they would like to take a look. EASY FOLLOW UP!

CALLING

Script: “Hi there! This is [name]; you attended our open house at [address] last week. I just wanted to follow up to determine whether you’ve found what you’re looking for. Was there anything you wanted to ask me about the property?”

HAND WRITTEN NOTE CARD

A simple hand written note card such as a “It was nice to meet you card” will keep your name in front of prospects.

SET UP A SEARCH

Set up a search on the MLS for properties that they might like. Set it up to email yourself as well and you can follow up everytime they get a new property emailed to them.

An open house is a great opportunity for networking for a real estate business – but if you're not prepared for your open house guests, you may not be able to secure those leads.

Practice “open house” scripts with another real estate agent. You can take turns being the potential client and asking unexpected questions. Your goal is never to be unprepared for a given question. Ideally, a realtor wants to be able to get contact info for a person, ensure another meeting, or give them information about another listing.



TIPS FOR SUCCESS WITH OPEN HOUSES

1) **SET UP OPEN HOUSES**

Sounds simple, but you may be approaching it wrong.

- a) Good LOCATIONS
- b) Lower priced houses attract more people
- c) Pick a listing that is easy to get to (You want traffic!)
- d) Do it every Saturday and Sunday GET CRANKING
- e) Stop thinking you need to have 100 people and realize you are trying to find someone to help.

2) **SIGNAGE!** Generate the traffic to the open house. Basically, use a lot of SIGNS! **4 TO 8 of them.** YES, we know that sounds crazy. What is crazier is sitting at a house four three hours and nobody coming in. what a waste of your time. SIGNS! SIGNS! SIGNS! SIGNS! SIGNS! SIGNS! SIGNS! SIGNS! SIGNS!

3) **RELAX...** people are apprehensive when they come in. CHILL OUT SO THEY CAN! A relaxed attitude is contagious.

4) **DON'T INTERROGATE!**

5) **Don't be Creepy!** Be normal... (pretend! LOL)

6) **SMILE** It makes people feel comfortable.



7) **TALK about NON-REAL ESTATE things.** The weather, and event, their hat... be real... don't puke REAL ESTATE all over them.

8) **REAL conversation.** Just two humans talking. Don't think of it as anything besides that!

9) Set your intention to **HELPING PEOPLE.** It's not about selling THIS house necessarily... it's about making an income by **HELPING** people with their real estate needs.

10) **Ask questions** to get THEM talking. Let them answer your questions and mirror and match them in their demeanor.

11) **KIDS...** Get in good with their kids... (I swear this is my biggest win!) "Cool hat, buddy! Where did you get it?" or "Hey sweetie, what's your name?" Or try a little humor: "Hey kids... you decided to buy mom and dad a house huh?" When you are kind and engaging with their kids, they will trust you more.

12) When they say they are working with an agent **DON'T STOP THERE!!!!!!** Sometimes that is just a way to not commit to working with any agents and sometimes they actually are working with an agent, but what if... What if YOU could help them better than that other agent? Maybe it is just someone they know who has a license. You are better than just some agent with a license. YOU may be able to be a better **HELP** to them than someone else.

13) When they finish looking at the house **ASK them...** “What did you think?” Be prepared for them to say “No we need a bigger yard” or “we need another bathroom” That’s ok! You can even chime in (Mirror and match them) and say “This one isn’t really right for you, right?” (But hey I know of another one that would work perfectly... I can meet you over there after open house wraps up and show it to you)

14) **Be prepared.** KNOW THE INVENTORY around you. Because it’s a whole lot easier to say “I know of another one that would work perfectly... I can meet you over there after open house wraps up and show it to you” if you actually KNOW of another one right off the top of your head.

15) The conversion is in the **FOLLOW UP...** always follow up within 24 hours of open house. Try to get an appointment to show them another home that very day of course, but always follow up. (If you aren’t going to follow up then why did you go to OPEN HOUSE?)

16) **Stop thinking you have to prequalify them first...** FIRST YOU NEED TO CONNECT WITH THEM.

17) **TRACK** business sources. You might be shocked how much can come from OPEN HOUSE which means you should DO THEM OFTEN!

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25 OPEN HOUSES IN 2025 CHALLENGE

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