

TIPS FOR SUCCESS ~ OPEN HOUSE EDITION

- 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 ware trying to find someone to help.
- 2) Generate the traffic to the open house. Basically, use a lot of SIGNS! 12 to 20 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! 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. Don't steal listed properties, but just because they have talked with an agent or looked at a couple houses doesn't mean you might not follow up better than “their agent” or you may KNOW MORE than “their agent”.

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.