

LEAD GENERATION

OPEN HOUSES

PARTICIPANT GUIDE



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- Any sales calls or communications to consumers must follow the requirements of the Telephone Consumer Protections Act ("TCPA"), state, and local telemarketing laws, including but not limited to requirements that messages or calls may not be sent using an automatic telephone dialing system or an artificial or prerecorded voice, unless you have express written consent from the consumer.
- We recommend that you review your local MLS rules and regulations regarding the proper use of listing data for other commercial purposes such as soliciting new clients or contacting expired listings.

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NOTES:

ONE:

FOCUS

ONE: FOCUS

LEAD GENERATION-OPEN HOUSES

Open Houses

Notes:

TRADITIONAL OPEN HOUSE:
A day when members of the public are invited to visit a home with the goal of finding a buyer for that home.

QUESTION:
What is a *next generation* Open House?

.....
.....

Open Houses are one of many lead generation tactics in an agent’s toolkit.



QUESTION:
How can Open Houses complement your overall marketing and prospecting strategy?*

ANSWER:

* Comply with the National Do Not Call Registry rules and your broker’s Do Not Contact list and policies.
* Follow Telephone Consumer Protection Act, state, and local laws on telemarketing, auto-dialers, and prerecorded messages.
* Review your local MLS rules and regulations regarding the proper use of listing data.

ONE: FOCUS

LEAD GENERATION – OPEN HOUSES

Why Next Gen Open Houses Matter

Notes:

According to the 2019 NAR Home Buyer and Seller Generational Trends Report:

- Only 7 percent of buyers purchase a home that they saw at an Open House.
- At this time only 52 percent of agents are using Open Houses as part of their marketing strategy for selling homes.
- Fifty-three percent of home buyers used Open Houses or information about an Open House as part of their home search process.
- Forty-one percent of buyers found their agent through a referral. Of the remaining 59 percent of buyers, a collective 9 percent found their real estate agent from either attending an Open House or getting the agent's contact information from an Open House sign.

41% OF BUYERS:
Found their agent through a referral.



OF THE REMAINING 59% OF BUYERS:
A collective 9% found their real estate agent from either attending an Open House or getting the contact information from an Open House sign.

The Odds Are in Your Favor

Only 52 percent of 1,359,208 licensed agents* are doing Open Houses, and yet 53 percent of home buyers are attending Open Houses to buy the 5.34 million homes that were sold in 2018*.

In the most basic mathematical terms, this means there are *four home buyers for every agent doing an Open House*—an obvious opportunity for you to harness the odds by using Open Houses as part of your lead gen strategy for growing your network and your opportunities to help serve buyers and sellers on their home journey.

*NAR Quick Real Estate Statistics, 2018

<https://www.nar.realtor/research-and-statistics/quick-real-estate-statistics>



Statistically, if you are *not* doing Open Houses, you are helping every other agent who *is* holding Open Houses.

ONE: FOCUS

LEAD GENERATION—OPEN HOUSES

True Stories from Top Agents

This course is built on research gathered from interviewing top agents across the nation. Below are a few true stories. Read the one that matches your experience level—or read them all.

Agent with less than three years in the industry

Twenty to 30 percent of my business is new customers that I meet at Open Houses. For every Open House I have, I usually pick up a buyer *and* a seller.

Agent with more than six years in the industry

I do far, far fewer Open Houses now than I did, say, five years ago. I want to share that because I had to cut my teeth in this industry using Open Houses. When you don't have business and you don't have listings, you don't have buyers. Open Houses are your entree. That's how you really build a business. For the first few years I lived and breathed Open Houses every weekend and if there was a home that I could hold open, I would because I didn't have the skills and the knowledge to acquire buyers or to solicit listings and have them myself. So now that I've been in business seven years and been able to build a business, I do much, much fewer. In fact, I recruit other agents to hold my listings open because I don't do them now as often.

Agent with more than fifteen years in the industry

For twelve years I did three Open Houses every weekend unless it was a holiday. I can do one on Saturday from 12 to 1 p.m., one Sunday from 12 to 2 p.m., and one on Sunday from 2 to 4 p.m. I'd make sure the 12 to 2 p.m. and the 2 to 4 p.m. were in the same area. I figured if I'm going to spend my day doing it, I'm going to get as many people as I can. Now, I carry between seventy and eighty homes all the time for sale. I still have between thirty to thirty-five Open Houses every weekend. I just don't do them personally like I used to, of course. I get most of my business from referrals, so I train a whole boatload of agents who don't have any inventory on how to do Open Houses to build their business and I literally get those slots filled every weekend by agents. In return, they keep the leads they get. Honestly, for me it's one of those things that keeps my sellers happy and it helps other agents build their business.

Notes:

ONE: FOCUS

LEAD GENERATION – OPEN HOUSES

Your Reality

The best place to start is with an unflinching look at where you are right now.

	YES	NO
I have done an Open House.		
I am successful at driving traffic to my Open Houses.		
I regularly convert Open House visitors to clients.		

Notes:



Do you know what I like to call Open Houses? Bait. When used properly, there's no better way to quickly find motivated buyers—many of whom have their own homes to sell too.

NOTES:

TWO: BEST PRACTICES

TACTICS & TOOLS

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TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

The Next Generation Path: Open Houses

Notes:

Follow the Open Houses Path to capture the maximum amount of leads from your Open House.



TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

STEP ONE: Pick the Right Home

Notes:

The path to success with using Open Houses to generate leads begins with picking the right property to show. Quickly assess your options through these three questions:

1. Will it attract the leads I want to gather?
2. Is the home desirable and accessible?
3. Are the listing agent and seller on board?

If you're the listing agent, your responsibility is to your seller. An Open House can help you meet the primary goal of selling their property while also helping you meet the secondary goal of lead generation.

1. Will It Attract the Leads I Want to Gather?

Open Houses are a way to show prospects what value you offer. It starts with picking a home that allows you to reinforce what value you bring to potential clients.

Who is *your* model client?

QUESTION	ANSWER
What is their budget?	
Where do they want to live?	
What does their next home look like?	
What other features/amenities/access do they want in their next neighborhood?	

QUESTION:

Based on the sketch of your model client, what are the attributes of a “right home” for an Open House that will generate leads that work best for your business?

ANSWER:
.....

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Quantity vs. Quality

When it comes to Open Houses, you can go for quantity (doing as many Open Houses as you can) or quality (being selective about which ones to do). There are pros and cons to both. It's up to you to decide what is right for you.

Notes:

	QUANTITY	QUALITY
	Do <i>any</i> Open House you can every week	Pick Open Houses with the most potential for you
Pros		
Cons		



When I got started in the business, I knew that I wanted to grow my database with buyers in the million-dollar range. To attract them, I strategically selected Open Houses at that price point, and would spend every weekend hosting in that range. That pool of buyers tends to be smaller, so over time, I was seeing the same people again and again, and more importantly, they were seeing me too. Picking the right homes so early in my career established me early on as an agent who could sell million-dollar homes and allowed me to fill my pipeline with the caliber of leads I was hoping to attract.

What's *Your* Goal?

Take time now to set a goal for yourself on the number of Open Houses you want to host in the next year.

***My goal is to host ____
Open Houses in the next twelve months!***

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Notes:

2. Is the Home Desirable and Accessible?

To generate demand and drive traffic to your Open Houses, pick properties that are both desirable and accessible.

QUESTION:

What makes a property desirable?

- Priced correctly
- Conditioned correctly
- Newer to the market
-
-
-
-

QUESTION:

What makes a property accessible?

.....
.....



I try to pick homes that are easily accessible. The best homes for an Open House have less than five turns from the main arteries. I then get to benefit from putting my signs on highly visible corners with great traffic (*where applicable*).

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

3. Are the Listing Agent and Seller On Board?

Notes:

Reach out to the listing agent to discuss if they see this home as a good fit for an Open House.

Listing Agent and Open House Agent

This table shows a common breakdown of responsibilities between these two roles, but every relationship may vary.

LISTING AGENT	OPEN HOUSE AGENT
<ul style="list-style-type: none">• Owns relationship with the sellers and is obligated to protect their interests• Obtains seller agreement to host Open House, including overcoming any objections• Guides seller through preparing for an Open House, including any repairs, decluttering or decorating necessary• Sets expectations• Debriefs outcomes of Open House with the seller and makes recommendations	<ul style="list-style-type: none">• Prepares for and promotes the Open House in partnership with listing agent• Hosts the Open House, including capturing contact details for all visitors• Showcases the home's best features to prospective buyers• Captures and converts leads• Shares Open House visitor feedback with the listing agent

QUESTION:

As a listing agent, what do you consider when deciding between doing your own Open House versus partnering with another agent?

ANSWER:
.....

QUESTION:

As a non-listing agent, why would you choose to host an Open House on behalf of a listing agent?

ANSWER:
.....

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Notes:

Create a Mutually Beneficial Partnership

When the listing agent role and Open House agent role are filled by two different agents, create a plan together to clearly define roles and ensure the partnership is mutually beneficial.

- Who is handling marketing?
- Whose name and image appear on the marketing?
- Who gets the leads?
- Who is prepping the seller?
- Who is prepping the home?
- Who is completing the Open House checklist?
- How will the Open House agent debrief the Open House results with the listing agent or seller?
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-
-

IN OUR OFFICE:

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I tell people all the time that this is the way to build your business. This is free business coming to you. That doesn't happen. Where else are you going to have people walking in to talk to you? In real estate, to build your business, you have to do Open Houses.

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

STEP TWO: Position & Promote the Open House

Notes:

Once you've picked the right home, you have to build a plan to promote it. On a scale of 1 to 5, how much traffic do you generate for your Open Houses?

It's a ghost town.	1	2	3	4	5	There's a line to enter.
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QUESTION:

If you scored 3 or above, what ways do you typically promote an Open House?

Top Agent Tactics: Generating Interest *in the Area*

Read through these tactics and check which ones you plan to do.

Broker Open House

A Broker Open House focuses on showing the home to other agents and industry professionals to generate excitement and demand.

- Invite agents and brokers who work in the area, price point, etc.
- Hold during the week, in work hours—this is part of the job!
- Collect feedback from your peers on marketability and price position.

Exclusive Preview

Remember this is your marketing showcase, not just for the home but for you! This is your opportunity to show that you will go the extra mile for your customers.

- Create an exclusive Open House invitation on Facebook and a quick postcard using your brand and company marketing tools.
- Send the invite or postcard to your top prospective clients and be sure to let them know how special they are. This exclusive Open House is not for the public! They will be the first ones to get to view this home.
- Send out the postcard to all of the neighbors and give a handful to the owners to hand out to their friends and family too.

Speak with your broker/manager about and follow laws governing sending commercial emails.

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Notes:

□ Circle Prospecting

When there's one listing in an area, there are two to three more coming in the next few months. Leverage the Open House to try and find them!

CIRCLE PROSPECTING:

Face-to-face contact within a specific geographic area around your Open House and asking them for business.

- Consider the 10/10/20 guideline: door knock (*if applicable*) ten homes to the left, ten homes to the right, and twenty homes in front.
- Invite neighbors to attend the Open House and provide feedback you can share with the seller.
- (*If applicable*) Before placing a directional sign in a yard or easement, door knock the closest home, ask for permission to place the sign, and use the opening as an opportunity to introduce yourself and extend an invitation.

SAMPLE SCRIPT

Hello. My name is (*name*), a real estate agent affiliated with (*brokerage name*). I will be hosting a special Open House at (*address*) on (*day*) from (*time frame*). Did you know this home was for sale?

I promised the seller I would get the word out in the neighborhood and I was curious: who do you know that might want to live in our area?

What real estate needs can I help *you* with? I regularly deliver items of value to my current and past clients, such as (*items of value you send*). If you will share your contact information, I would be happy to include you.

Wonderful! Again, the Open House is (*day and time*). Please stop by. I'll have snacks and treats! I'd love to show you the home.

(Hand them a flyer/invite.)



Some people don't like "nosy neighbors" but I love them. They know everything about the neighborhood and love to tell me about it. I encourage it! When the next person walks in and asks me a question about the neighborhood, I can share three pieces of information that the nosy neighbor just told me. It shows my expertise and my value.

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Notes:

Top Agent Tactics: Generating Interest Online

□ Facebook

- Post your Open Houses as events (public) so your social Sphere can share these events with their network too.
- Boost your Open House through paid advertising on Facebook a couple of days before the event. You can target your advertising to appeal to those who have set particular interests like “home buyers” or people who are part of local groups that post homes for sale.

□ Instagram

Many top agents are using Instagram to create videos or image posts the day of their Open Houses.

- Post a video putting up signs or getting ready to leave for the Open House. Tell followers the time and location of the Open House in the video with a quick sound bite of the home like:

Come see me at 4587 Walnut Cove today at 4 p.m. This lovely home is a 4-bedroom 3-bath with a great open floor plan and a bonus room over the garage. It’s all brick and includes a fenced swimming pool. This home is listed at \$479,900. See you here at 4 p.m.!

- Follow up at the home with a video that shows the best room of the property and lead with something like:

Take a look at this! (*Pan around.*) See you at 1450 Maple Street in about ninety minutes when we open this home for home buyers like you. See you here shortly!

□ Engage Your Sellers

Give your sellers guidelines and any resources you have, such as flyers, so they can also leverage social media channels for their own Spheres.

QUESTION:

What promotional strategies will work best to target the property’s ideal buyer as well as *your* model client?

ANSWER:

.....

*Comply with the National Do Not Call Registry rules and your broker’s Do Not Contact list and policies.

*Follow Telephone Consumer Protection Act, state, and local laws on telemarketing, auto-dialers, and prerecorded messages.

*Review your local MLS rules and regulations regarding the proper use of listing data.

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

STEP THREE: Prep

Notes:

Preparation pays off. Once you've confirmed an Open House, you need to prepare.

Prep the Seller and Property

Prepping the home begins with prepping the sellers. Meet with or call the sellers at least one week in advance to educate them on the Open House process, soothe their anxieties, set expectations, and answer any questions they may have.

QUESTION:

Who owns the relationship with the seller?

ANSWER:

Set Expectations

Consider photocopying the checklist on the next page and using it with your sellers to set expectations and encourage questions they may have.

This checklist assumes you've already discussed Pre-listing basics like decluttering, decorating, staging, and repairs prior to taking photographs and listing the home. If you have not, add those discussion points and consider their responses before finalizing an Open House date.



I always say, "Imagine you were having a dinner party. What would you do with your home?" Well, yes, you'd pick up all the kid toys, you'd prep the home. That's what I need for the Open House. I call it dinner party preparation.

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Seller's Guide to Open Houses

- Prepare to have visitors to your home:
 - Declutter, depersonalize, and tidy the home to at least the same standard as the photos used for the listing.
 - Aim to have the home clean and neat thirty minutes prior to the Open House.
 - Secure valuables, medications, and firearms.
 - Know that Open House visitors often open cabinets and closets. Bear this in mind when tidying up and selecting which items to secure.
 - Avoid cooking anything with a scent that may linger, such as fish or onions.
 - Conceal or clean other items that may cause a distracting odor, such as kitty litter boxes, used sporting equipment, dirty laundry, and more. Consider asking your agent or a friend to walk through your home and point out smells you may have grown nose blind to.
 - Walk up to and through your home with a video recorder, starting where visitors will park. Play back the video on a television or large monitor. Pretend this is someone else's home that you've not seen before. Use a critical eye to identify and eliminate distractions or negative impressions, such as a dirty welcome mat, weeds in the flower beds, or a pile of clothes in a corner that you don't normally notice but would stand out to new visitors.
- Make arrangements for all occupants to be out of the home:
 - Prepare to be gone for the entirety of the Open House.
 - Take pets with you or arrange boarding with friends, family, or facility.
- Help promote your event:
 - Share the Open House details on social media.
 - Display flyers, if permitted, at work, community, or school bulletin boards.
- Know what to expect the day of the Open House:
 - Leave the home by *(time)* and do not return until *(time)*.
 - The Open House agent is *(name)* and s/he will arrive by *(time)*.
 - The Open House agent will manage visitors by ____.
 - The security plan is ____.
 - The debrief plan is ____.

Notes:

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Handle Objections

Opening your home or property to strangers can be nerve-racking. Once you have provided the checklist, you may find they have some issues. Listen to their concerns and handle their objections using your expertise.

Notes:

CONCERN	RESPONSE
I am too busy to do dishes and put away toys.	
I can't remove my pet. Can't I just leave them locked in a bedroom or in a cage?	
I want to be at the Open House.	
When I sold a home in (other city, state, country), I was able to do X or didn't have to do Y.	

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Preserve the Seller Relationship While Generating Leads

Remember the sellers come first! Preserve the seller relationship by being transparent about lead generation efforts.

Notes:

SAMPLE SCRIPT: LISTING AGENT AS HOST

My job is to represent you and your property. Selling your home is my primary goal. Since we'll have several people viewing the home, it is likely I will have visitors who decide your home is not the right fit for them. I will offer my real estate services to them to help them find a property that fits their needs better – but again, not until they've stated they are not considering buying your home. I'm happy to give you the full debrief of who came through and who I'm continuing to work with. Are you comfortable with this approach or do you have any questions I can answer?

SAMPLE SCRIPT: OPEN HOUSE AGENT AS HOST

One of the benefits of working with me is that I have a whole network of support behind me. We've discussed holding an Open House. I have an Open House agent I partner with who is fantastic at these events. I will personally walk through the home with this agent and convey all the selling points we've discussed. We will both be marketing the event, which often results in higher attendance. I'll also be meeting with the Open House agent after the event to discuss who attended, what they heard, and to follow up with any potential buyers for your home. I will then meet with you and give you the full rundown. In exchange, my Open House agent will be talking to and tracking every visitor to your home. If a visitor tells her they are interested in your home, she'll immediately notify me, and we'll work together. For any visitors who decide they will *not* consider buying your home, she may follow up with them to help them find a property better suited to their needs. Are you comfortable with this approach or do you have any questions I can answer?

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Notes:

Prepare as the Open House Agent

The Open House agent is usually responsible for all the small details that make an Open House a success.

Listing Agent Handoff

Use your mutually beneficial plan meeting to review key details about the home.

- What features attracted the current owners to the home? What makes this home special?
- Have any improvements been made to the property?
- Are the sellers prepared and have they agreed to the items on the Seller's Guide to Open Houses?
- What requests have the homeowners made that need to be honored, such as using the side door to access the yard instead of the back door?
- Have we gotten permission to serve refreshments?
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Anybody that wants to do Open Houses for me, they have to attend my Open House training. I give them a binder for each property with the latest market and neighborhood details. I'm kind of obsessive to make sure that if they're representing me and my seller, I want them to be as educated as they can be.

Gather Your Items of Value

To convert Open House visitors to leads for your business, use an item of value to encourage discussion and follow-up.

- Look at the MLS/listing system and find homes that are one bedroom above and one below to have on hand for visitors who want someplace bigger/smaller.
- Create a "Buyer Game Plan" designed to help buyers who have "just started looking" to create a vision for what they want. Offer your time and help after the Open House to deliver it and work through it with them.
- Block time on your calendar to offer same day or next day meeting times.
- Know the current mortgage rates and have lender business cards ready.
- Create a flyer with homes in the area with features this home doesn't have.
-
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TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Create Your Security Plan

As the old saying goes: plan for the worst and hope for the best. Put on your “what if” hat and create a plan that keeps you safe.

- Make sure a colleague, friend, or significant other knows where you are. Call when you get there and call when you leave.
- Don't park where someone can block you in *(if applicable)*.
- Know all the exits of the home.
- Notify neighbors of increased traffic *(if applicable)*.
- Keep your phone and keys on you.
- If you are driving and have a car alarm on your key fob, consider asking a neighbor to call the police if you set your alarm off *(if applicable)*.
- Stand in an area where you can see people approaching the door.
- Never allow the visitor to place themselves behind you.
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-
-
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QUESTION:

What do you do if you feel unsafe?

ANSWER:

.....

Create Your Visitor Plan

The best plan is the one that feels natural to you while showing your value and meeting the seller's needs.

- How do you plan to greet visitors?
- What will you use to track visitors?
- Will you escort visitors or allow them to view independently?

Notes:



TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

True Stories from Top Agents – Visitor Plan

Notes:

Read the approach that interests you most—or read them all. Highlight ideas you like.

Using a Hands-Off Approach

When they come in the door, I introduce myself. After that, I give them a chance to view the Open House without me following them. I ask them to register for the seller after they view the home. When they do, that's my time for me to get to know them a little better, to ask them some pertinent questions, to interview them so to speak. I get their basic contact information, like email and cell phone. Then, I follow up the next day. I feel like a lot of people that come to the Open House want to come and view and take a look at the home without someone following them the entire way, so I give them space. It's like when you're shopping in a retail store. If someone is following you around the entire time, you feel threatened or pushed. I give people their space. I give them time. I ask them to register—and I do follow-up with that.

Using a Direct Approach

I greet my visitors by introducing myself, then dive right into “what is it about this home that brought you in today?” I am immediately prequalifying them. So many visitors dismiss the Open House agent as a package deal with the home. I want them to know I can meet their real estate needs even if this property doesn't fit the bill. I ask how many bedrooms they need, what areas, must-haves, and so on before I even give them the flyer for the Open House. Once I've gathered these details, I tell them “why don't you go check the home and I'll pull other properties for you to consider as well.” When they come back, I asked how they liked they home, what worked and what didn't, then share other options with them. I ask if they're represented by an agent and, if so, who. If not, I let them know I have a buyer game plan I've created that will make their lives easy—and that I'd love to meet with them to review it if they have thirty minutes later today or in the next few days.

Crafting a Custom Approach

When I first started out, I took it upon myself to go to every Open House that I possibly could for multiple weeks. I just pretended like I was a looky-loo going through the home. I saw what each agent did. I captured what inspired me to work with them or what made me want to run out the door as quickly as possible. I used those experiences to come up with my own way to perform an Open House that I thought would be great for everyone to come to. I think understanding and putting yourself in the position as a buyer and actually being that buyer, walking into the home, and seeing what worked for you is really important to creating your own method.

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Open House Countdown Checklist

Notes:

As soon as you set the date:

- List the Open House on your MLS/listing system so the information cascades to other online consumer real estate sites, ensuring you are casting the widest net

Two weeks prior to the Open House:

- Hold Pre-Open House Sellers Meeting.
- Write and place newspaper ad.
- Develop and distribute invitations and flyers with your photo on them.
- Arrange for directional signs, yard signs, and sign riders (*where applicable*).
- Create Facebook events for the exclusive Open House and the Open House.

One week prior to the Open House:

- Assemble (decide upon) Open House staging materials.
- Guest registry
- Open House bags
- Display table materials
- Refreshments
- Special feature cards
- Open House kit
- Set up yard signs announcing the upcoming Open House (*where applicable*).

Two to three days prior to the Open House:

- Prepare a CMA to educate yourself on recent sales and current listings.
- Prepare a Sales Contract Packet. Prepare list of other Coldwell Banker® Open Houses in the area.
- Deliver Open House information and directions to the office 'up desk'.

One day prior to the Open House:

- Exclusive Open House: host the private event before the Open House.

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Open House Day Checklist

Notes:

- Arrive early.
- Walk around the exterior and interior of the home. Use your “Open House kit,” clean, or freshen up home to show its best.
- Set the table:
 - Guest registry (fill in the first row or two to get things started)
 - Property flyers or feature sheets
 - Mortgage information with loan and payment options appropriate to this property
 - Detailed property information: survey, utility records, subdivision map (*if applicable*)
 - Detailed neighborhood information: shopping, recreation
 - Your brochures and business cards
- Open House Bags
 - Adult bag ideas: bottle of cold water, “brand swag,” or promotional items
 - Kids’ bag ideas: crayons and coloring pages, puzzle, or small toy
- Stage the home:
 - Create an “at home” atmosphere, using easy-to-prepare, non-messy refreshments with a flair (e.g., coffee in a carafe, bottled water, soda, or lemonade on ice in an attractive container).
 - Adjust the lighting, drapes, music to make the home look its best.
- Have Sales Contract Packets and other Coldwell Banker® Open House list items readily available.
- Set up yard and directional signs (*if applicable*).

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Open House Kit Checklist

Notes:

Here is a list of items that agents frequently need when preparing for an Open House.

CLEANING ITEMS	BUSINESS TOOLS
<input type="checkbox"/> Glass cleaner	<input type="checkbox"/> Laptop computer
<input type="checkbox"/> Cleaning wipes	<input type="checkbox"/> Business cards
<input type="checkbox"/> Paper towels	<input type="checkbox"/> Calculator
<input type="checkbox"/> Garbage bags	<input type="checkbox"/> Pens and writing pads
<input type="checkbox"/> Furniture polish and cloth	<input type="checkbox"/> Forms and contracts
<input type="checkbox"/> All-purpose cleanser	<input type="checkbox"/> Current mortgage rates
	<input type="checkbox"/> Loan officer's business cards
REPAIR ITEMS	NEUTRALIZING ITEMS
<input type="checkbox"/> Hand tools (screwdrivers, hammer, staple gun)	<input type="checkbox"/> Lemon-based cleaning products
<input type="checkbox"/> All-purpose oil and WD40	<input type="checkbox"/> Garbage disposal packets
<input type="checkbox"/> Masking tape	<input type="checkbox"/> Pet deodorizer
<input type="checkbox"/> Scissors	<input type="checkbox"/> Odor neutralizer (avoid perfumed sprays)
PROPS AND MISCELLANEOUS	
<input type="checkbox"/> Doormat	<input type="checkbox"/> Extra vases
<input type="checkbox"/> Wooden fruit, wire basket	<input type="checkbox"/> Plants or fresh flowers
<input type="checkbox"/> Table placemats & napkins	<input type="checkbox"/> "Watch Your Step" sign

QUESTION:

Is there anything else you include in your kit?

ANSWER:

.....

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

STEP FOUR: Capture Leads

Notes:

Open House visitors view the Open House agent as tied to that one property. To convert visitors to leads, show them the full value you provide.

On a scale of 1 to 5, how successful are you at using Open Houses to capture leads?

I get sign ins, but not leads. 1 2 3 4 5 I always get new business.

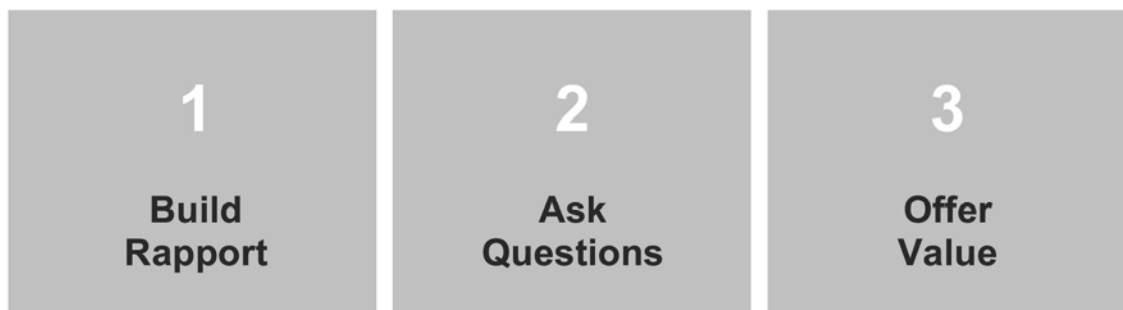
Craft Your Game Plan

Know Your Goal

First and foremost, you want visitors to view you as someone who can provide value to them beyond just showing them this home. Establish this in your introduction, then, in a casual, natural way, strive to steer the conversation to learn four key criteria.

1. How long have they been looking?
2. What is their motivation?
3. Are they financially prequalified?
4. Are they already contractually committed to an agent?

Apply the Winning Formula



Adapt and Score

How you apply this formula to your Open Houses is unique to you. Consider your personality, communication style, and expertise when crafting your approach to ensure it feels authentic.

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Know the Turns of Phrase that Turn the Conversation

How you phrase a question can mean the difference between learning enough about a visitor to convert them and having them walk away with little more than their names on a sign in sheet to show for your troubles.

Notes:

QUESTION	WHAT YOU LEARN
What is it about this home that brought you in today?	
How soon are you looking to be settled? <i>or</i> In your perfect world, when would I be handing you the keys to your new place?	
Is this a home you can picture yourself living in?	



My goal in any Open House is to show the property in its best light, while at the same time presenting myself as a distinct product, separate from the home. My “product” is the value and services I offer to buyers and sellers on their journey. The Open House is the stage where I show my value, professionalism, and expertise about the real estate business.

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Role Play One: Begin Discovery *Before* the Tour

Notes:

This Agent (A) takes a direct approach with her Open House visitors (V).

A: Welcome to the Open House! My name is _____. I'm a professional real estate agent with (*brokerage*) and work with many buyers and sellers in this area. I'm a bit of local expert in these parts. What are your names?

V: (*Introduces self.*)

A: What a lovely name! What brought you into this home today?

V: Oh, we're just out and about checking out some Open Houses.

A: There are quite a few in the area. What about this home helped it make the cut?

V: We saw the pictures online and the modern kitchen really caught our eye.

A: It is gorgeous, isn't it? It was redone earlier this year with the help of a local interior designer. It was even featured in our town magazine. The countertops and backsplash are my favorite parts. What about you?

V: Oh, those are gorgeous, but it was the lighting that really wowed me.

A: Lighting makes such a difference! So, let me ask you, if this home turns out to be perfect for you, what would you do?

V: Well, we're just getting started really. I'm not sure.

A: No problem! Would you prepared to make an offer today? Are you already using the services of a professional real estate agent as you look for homes?

V: No, we just found this place on an app and this is only like the second property we've seen. We want to look around a bit, find the right neighborhood and all that.

A: I'm glad this listing came up in your app! You said you're just getting started. How soon are you looking to be settled in your new place?

V: Our lease is up in four months. I'd like to not have to go month-to-month, so it'd be great to have someplace by then.

A: It sounds like you're starting your search at the right time. You said your "lease" is up—does that mean you are renters, or will you need to sell a place of your own before buying again?

V: No, no, we're renters. We just have to give sixty days' notice.

A: Great. Are you aware there are over four thousand homes for sale in a thirty-minute radius?

V: Wow! No. That many?

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Role Play One (CONTINUED)

Notes:

- A:** Yes. For you guys to just walk into *the* home on a given Sunday would be like finding a needle in a haystack. I have worked with many first-time home buyers and have developed a game plan that can help you clearly define what matters most to you so we can find that needle in the haystack together. What we could do is sit down, go through the guide, and identify where the needles are among those four thousand homes. It would save you guys a ton of time just going out to randomly look at Open Houses that might not have what you're looking for.
- V:** That sounds fantastic.
- A:** I'm available on Tuesday or Wednesday after 4 p.m. Do either of those days work for you?
- V:** Yeah, Wednesday after work would be fine.
- A:** Great! Where do you live now? Would you prefer to meet someplace by you or come to my office at (*time*)?
- V:** Oh, we live over by (*area*), but your office isn't far from my work. We can just meet you there.
- A:** How perfect. It was meant to be! Can you please sign in on the sheet here and give me a good contact email and phone number? In exchange, I'll email you a list of what you should discuss together before we meet. I'll also include contact information for a few lenders I really like, in case you need it. If you tour this home and it *does* turn out to be your dream home, I'll walk you through the next steps on how we can work together to get it for you.
- V:** Thank you so much. You've been so nice.
- A:** You're welcome. I'm delighted to meet you and look forward to working together. Here's the flyer for the home. Once you're done, pop by and let me know what you liked and didn't like. I'd love to be able to give feedback to the sellers and, just in case this isn't the right home for you, it will give me a better idea of what homes to suggest next.
- V:** Thank you!

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Role Play Two: Begin Discovery *After* the Tour

Notes:

This Agent (A) prefers a more hands-off approach to his Open House visitors (V).

(Visitor enters.)

A: Welcome to the Open House! My name is _____. I'm a professional real estate agent with (*brokerage*) and work with many buyers and sellers in this area. What are your names?

V: (*Introduces self.*)

A: It's a pleasure to meet you. The sellers have asked me to capture information on every visitor who comes through, so please sign in on the iPad.

V: (*Signs in.*)

A: Thank you. I hope this property is perfect for you! Even if not, please pop by and let me know what you liked and disliked. Your feedback will be so helpful for the sellers and I already have a printout of other properties in the area that are similar and would be happy to help you find other options. Here's a flyer on the property. (*Share the property's best feature.*)

V: Thank you. (*Takes flyer and tours home alone.*)

A: Welcome back! Is this a home you can picture yourself living in?

V: It's nice, but the bedrooms are too small.

A: What are you looking for in terms of number of bedrooms and size?

V: We both work from home and are on the phone a lot. We want a master retreat, along with two rooms with doors we can use as offices, as well as a guest room.

A: It sounds like a four-bedroom home—or a 3-bedroom with a separate office, bonus room, or den—is more what you need. Is that right?

V: Yes, although it sounds weird to say we need a 4-bedroom home. It's just the two of us so we don't want too much space if you know what I mean.

A: Absolutely! Is there a certain square footage you'd like?

V: Oh, I have zero concept of space. Smaller than this place, I guess.

A: Got it. How long have you been looking and when do you want to be settled?

V: We've been casually looking for about a year. We don't have a hard deadline, but it would be nice to have a place by the holidays so we could host the family.

A: That sounds lovely. My family gets together at the holidays too. It can be chaotic, but the memories are treasures.

V: Yes, it can be a bit much, but it's so great to get everyone together.

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Role Play Two (CONTINUED)

Notes:

- A:** In a new home by the holidays sounds doable. Would you need to sell your current home before you could buy a new one?
- V:** Yes, we would. We bought it as a fixer-upper then realized we don't actually enjoy the process of fixing upping.
- A:** *(Laughs)* I know that feeling. Does that mean you'd want a place that's move in ready?
- V:** Absolutely. That's very important.
- A:** Speaking of what works best, were there any features in this home that you *did* like and want in your new place? What brought you to this property to begin with?
- V:** I absolutely loved the master bath and the kitchen. So pretty. We decided to check this place out because it's close to our gym and town. Since we work from home, we make it a priority to be close with our community so we don't feel like we're on an island by ourselves. We want to live someplace neighborly.
- A:** Real estate is my passion. When not working directly with clients, I am touring Open Houses, exploring neighborhoods, and talking to people who live there. I have a few neighborhoods in mind where there's a great community center and some even have regular block parties that are so much fun. If we find a home for you in one of those neighborhoods, I can make some introductions for you so you'll have already met some of your new neighbors. How does that sound?
- V:** That sounds like heaven, to be honest.
- A:** I'm getting excited! Have you worked with a lender to crunch the numbers and pick a target price range for your new place?
- V:** We haven't talked to a lender, but I'm leaning towards $\$(price\ range)$.
- A:** Oh, my wheels are spinning. I can already think of a few places that might work for you. If it's alright with you, I can email you a couple options and I'd be happy to take you on a tour. I'll also send you the names of some great lenders, if you like. Are you already working with an agent?
- V:** That would be great, and yes. I'm working with *(agent name)* at *(brokerage)*.
- A:** *(Responds in accordance with local office guidelines.)*

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

Convert *Your Way*

How you apply the formula of *Build Rapport*, *Ask Questions*, and *Offer Value* to your Open Houses is unique to you. Consider your personality, communication style, and expertise when crafting your approach to ensure it feels authentic.

QUESTION:

What elements of the role plays work well for you?

ANSWER:

.....

QUESTION:

Who will you work with to practice?

ANSWER:

.....



A lot of people may go to five Open Houses in a single weekend. I want to make sure that they remember *my* name, so I usually have a few handouts with the services I provide. I have a buyer packet that I've created and also a seller packet. If somebody walks in and says, "I'm just looking; I'm thinking about selling my home." I hand them my seller packet and the first thing I say is, "I would love to give you a free CMA and here's how I'd market for you. Will you give me an opportunity?" I usually get a Listing Appointment out of it.

Notes:

TWO: BEST PRACTICES – Tactics & Tools

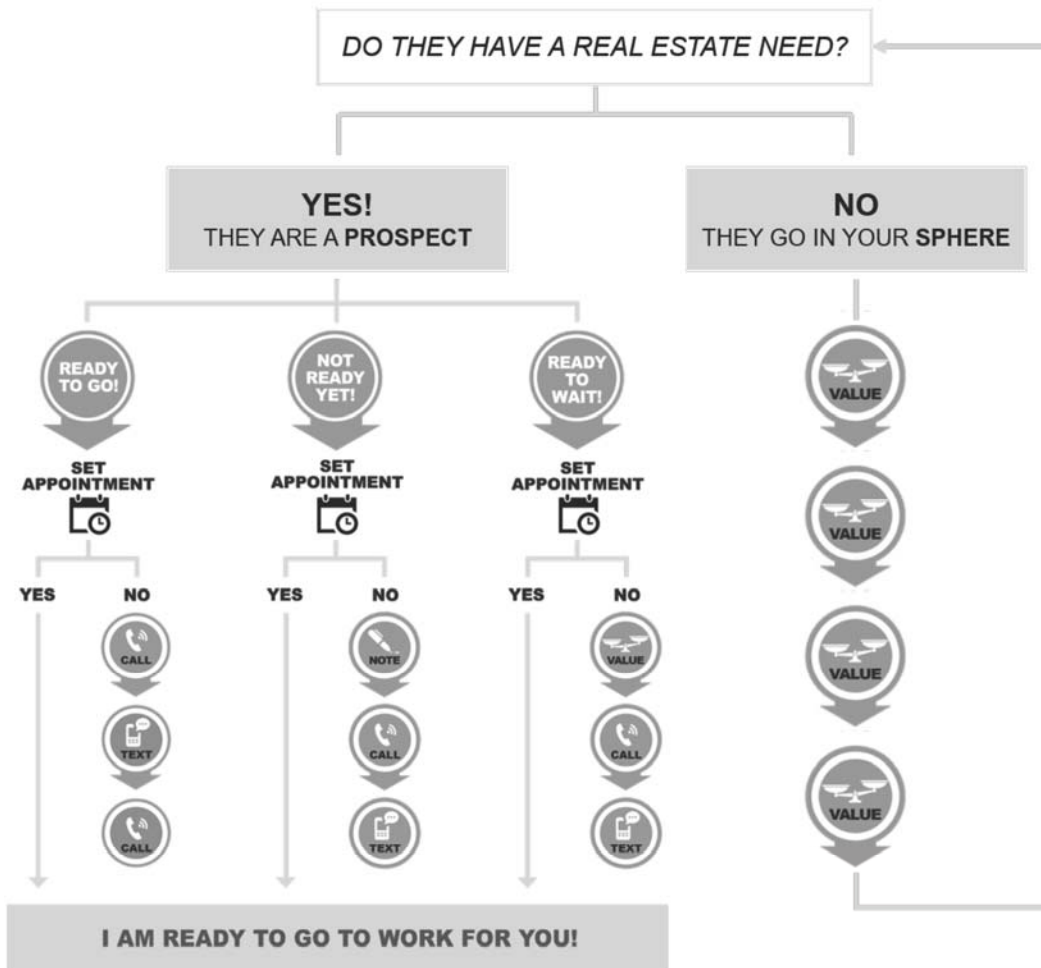
LEAD GENERATION – OPEN HOUSES

STEP FIVE: Get the Business

Thanks to the questions you asked to connect with the visitors to your Open House, you will have a sense of their urgency and can set your REALationship Builder Campaign to get to an appointment or add them to your Sphere.*

Notes:

YOU MAY SAY:
You know the odds of you selling the property from the Open House are insignificant—you are there for the contacts! Do not let the time you invested at the event go to waste. Treat the follow-up with the same level of care and planning you put into the prep work. Bucket your contacts from the Open House according to their real estate needs and sense of urgency. Walk through diagram.



* Comply with the National Do Not Call Registry rules and your broker's Do Not Contact list and policies.

* Follow Telephone Consumer Protection Act, state, and local laws on telemarketing, auto-dialers, and prerecorded messages.

* Review your local MLS rules and regulations regarding the proper use of listing data.

TWO: BEST PRACTICES – Tactics & Tools

LEAD GENERATION – OPEN HOUSES

REALationship Builder Campaign for Ready to Go!

Notes:

For those who are ready to go, call and text until you get that appointment! Provide items of value to entice them to want to work with you.

Ask yourself: what items can I deliver in a cost-effective manner that show my value?

Let's Do This!

Create an Inventory

1

WEEK ONE

2

WEEK TWO

3

WEEK THREE

After week three, if you've not concluded, assess if they go into your Sphere. Buyer situations can change and often take longer than their original estimates.



The first thing I do is handwrite a personalized thank you note to every Open House visitor. Thank you for stopping by the Open House, hope you enjoyed the tour, do you have any further questions, I look forward to working with you. For potential clients, I follow up a couple days later with an email following up on properties I sent them. I then call and say, "hey, I'm not hosting any Open Houses this weekend and am free to show you some places. Would that work for you?"

NOTES:

THREE:

LOOK
FORWARD

THREE: LOOK FORWARD

LEAD GENERATION – OPEN HOUSES

Next Steps

You have the knowledge—now it's time to put it to work for your business.

Get Down to Business

Identify properties that check the boxes as potential Open Houses you could host in the next two weeks.

1. Find current listings in areas where you could host an Open House
 - If you have your own listings, include them at the top of the table.
 - If you don't have listings, pull up the MLS/listing system and identify properties for sale by other agents in your brokerage or brand.
2. Review photographs to answer, "Is this property desirable" to my model client?
3. Review online maps to answer, "Is this property accessible?" (*If applicable*).
4. For listings where you've marked "yes" for desirable and accessible, write down the listing agent name and phone number.
5. Rank your top choices.
6. Are you the listing agent?
 - a. If yes, reach out to your sellers to schedule a time to walk through the Open House checklist and answer any questions they have.
 - b. If no, call or email the listing agent now.

Notes:

APPROACHING A LISTING AGENT

SAMPLE SCRIPT

Hello, (*listing agent*) this is (*your name*) at (*your brokerage*).
Do you have the listing at (*property address*)?

Great! I know this area really well. I was hoping to partner with you by hosting an Open House at this property on (*date*). Is that something that you and your seller would be interested in?

How exciting! Please let me know a good time to meet with you to tour the property and create a mutually beneficial plan.

THREE: LOOK FORWARD

LEAD GENERATION – OPEN HOUSES

Let's Do This!

Notes:

Property Address	Desirable Y/N	Accessible Y/N	Listing Agent Name and Phone



THREE: LOOK FORWARD

LEAD GENERATION – OPEN HOUSES

Mark Your Accomplishments

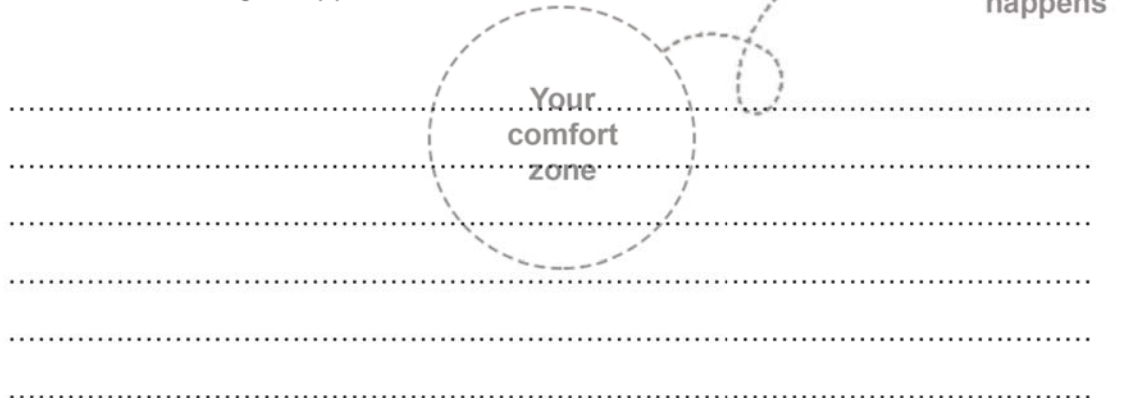
You have achieved so much in just one day! Mark off your accomplishments, and if you are not fully confident yet, jot down your next steps to get there.

Notes:

	YES	NOT YET
I know a Next Gen Open House is my platform to showcase my knowledge and professionalism.		
I increase my odds of getting buyer leads by holding Open Houses.		
My sellers are always prepped.		
I position and promote my Open Houses to generate the maximum amount of interest.		
I capture leads at the event.		
My follow-up is systematized to get the appointment.		

Today's Takeaways

Where did the *magic* happen?



PLEASE COMPLETE THE EVALUATION

CBevals.com