

# 7th Level Open House Certification Program

## Program Overview:

**Outcomes:** Agents will be able to:

- [Follow the 7-Level Open House model \(signs, balloons, marketing, neighbor invites, calls, stacking open houses\).](#)
- Confidently host open houses for top agents in the Market Center.
- Ask the right questions of the listing agent and consumers.
- Capture, qualify, and follow up with leads.

## Certification Requirements:

- Attend all classes (or watch recording + complete homework).
- Complete the "Seventh-Level Open House Checklist" for one live open house.
- Pass a short 10-question exam with 80%+ score.
- Submit proof of follow-up (e.g., sample SmartPlan, call log, or follow-up script).

## The 7-Level Open House Model Reference:

- **Level 1:** Sign in yard.
- **Level 2:** Sign in yard **with balloon & rider.**
- **Level 3:** Level 2 + **directional signs at all key corners with balloons.**
- **Level 4:** Level 3 + **fliers the week before, email invites, and posts on websites.**
- **Level 5:** Level 4 + **go invite neighbors (100 min).**
- **Level 6:** Level 5 + **call everyone that morning to remind them.**
- **Level 7:** Level 6 + **hold 4 other open houses in the area in various price ranges.**

*Seventh-Level* open house means doing **all** of the above.

# Step-by-Step Curriculum

## ***Step 1 – Pick the Right Open House***

- Choose houses that are on the market in their first week or two.
- The house should have good curb appeal, and be in an area that is easy to add signage
- Choose a house near schools, shopping centers, and recreational areas

### **Homework**

- Choose a practice listing to use for a mock 7th level open house

## ***Step 2 – Knowing the Listing & Working With the Listing Agent***

**Goal:** Be fully prepared with property knowledge and expectations.

### **1. Property Research Checklist (Tip: Have this info on a notepad for later reference)**

- MLS sheet, disclosures, features & upgrades.
- Schools, taxes, HOA info, recent neighborhood sales. (RPR or Remine)
- Utility costs, age of roof/mechanicals, special assessments, etc...

### **2. Questions to Ask the Listing Agent**

Use this as a checklist they can print:

- What are the **top 3 selling features** of this home?
- Any **recent updates or renovations** to highlight?
- Are there **known issues** or disclosures visitors should be aware of?
- Is there an **offer deadline** or offers already in hand?
- Seller's ideal **closing date** and preferred terms?
- What is **included/excluded** (appliances, fixtures, etc.)?
- Neighborhood highlights: parks, restaurants, stores, commuter routes.

### **3. Creating a Property Info Sheet**

- [One-page handout with key data, features, and neighborhood info.](#)

### **4. Homework**

- Draft a property info sheet for their practice listing.

## **Step 3 – Marketing to the Seventh Level (Levels 2–4)**

### **1. Review of Levels 2–4**

- Yard sign + balloon & rider.
- Directional signs at key corners with balloons.
- Fliers, email invites, MLS, & social posts.

### **2. Signage Strategy**

- How many directionals and where to place them.
- Safety and local sign rules. (HOA rules)
- Timing: when signs go out/come back.

### **3. Print & Digital Marketing**

- [Designing a simple flier](#) (QR code for sign-in or property site).
- Email blast to database
- Social posts & Stories to promote the event.

### **4. Homework**

- Build an open house marketing plan for their practice listing.
- Create one sample email & one social post.

## **Step 4 – Neighborhood Prospecting & Level 5–7 Activities**

### **Agenda:**

#### **1. Review Levels 5–7**

- Neighbor invites (100 min of door-knocking).
- Morning-of reminder calls.
- Holding multiple open houses in nearby price ranges.

#### **2. Circle Prospecting / Neighbor Invite Scripts**

- Door-knock script:
  - “Hi, I’m [Name] with [Brokerage]. We’re hosting an open house at [address] on [day/time]. I wanted to personally invite you and also see if you know anyone who’d love to live in your neighborhood.”

#### **3. Stacking Open Houses**

- Find 2–4 additional houses in various price ranges near the property that you can do an open house at
- Creating a “Tour Card” showing all homes nearby, similar to the one you are hosting the open house in
- Coordinating with other agents and respecting their listings.

#### **4. Homework**

- Write a personal neighbor invite script.
- Identify at least 2 additional open houses you could stack.

## **Step 5 – Day-Of Setup, Flow & Consumer Conversations**

**Goal:** Run the event from start to finish and know what to say.

### **1. Day-Of Checklist**

- Arrive early; lights on, blinds adjusted, temperature set.
- Staging tweaks: declutter counters, toilet seats down, etc.
- Sign-in system ready (paper or digital), feature sheets laid out.
- Safety: parking, valuables, personal safety plan.

### **2. Visitor Experience Flow**

- Greeting at the door.
- Sign-in script.
- Short tour overview and “permission-based” approach.
- Expect questions and be able to provide reasonable answers or provide clarity on when you can get an answer (Write questions on notepad)

### **3. Questions to Ask Consumers (Question Bank)**

#### **Ice-Breakers & Motivation**

- What brought you out to the open house today? or How did you hear about the open house today?
- Are you familiar with this neighborhood or just starting to explore areas?
- How long have you been looking for a home?

### **4. Agency / Representation**

- Are you currently working with a real estate agent?
- If yes: “Great, do you mind telling me their name so I can put it in my notes and let them know that you stopped by?”
- If no: “Would it be helpful if I shared how representation works and how I can support you?”

## **5. Timeline & Situation**

- When are you hoping to be in your next home?
- Are you currently renting or do you own a home you'd need to sell first?
- Is there anything about your current place that isn't working for you?

## **6. Financing**

- Have you had a chance to speak with a lender yet?
- What price range are you most comfortable in?

## **7. Property Fit**

- How does this home compare to others you've seen?
- On a scale of 1–10, how close is this to what you're looking for?

## **8. Next Steps**

- Would you like a private showing to see this home without the crowds?
- Would it be helpful if I sent you a list of similar homes in the area?
- Can we set up a quick 15-minute call to walk through how we can get you into your next home?

## **9. Homework**

- Script their personal open house intro + closing line.
- Build a "Top 10 Questions" card for their clipboard.

## Step 6 – Lead Capture, Follow-Up & Certification Exam

### Lead Capture Systems

- Paper vs digital sign-in (QR codes, tablets, app/website).
- Tagging leads: hot, warm, nurture.
- Adding to CRM and SmartPlans within 24 hours.
  - i. Look up in Smartplans library “**Open House Email Follow Up - Moreno**”

### Follow-Up Framework

- Day 0: Thank-you call/text & email.
  - i. “Hi [prospect name], this is [agent name] with Keller Williams. I’m just calling to see if you had any unanswered questions about the property that you saw on [street name] this past weekend or if you want a list of similar homes nearby?”
- Day 1–3: Call + send similar homes list.
- Ongoing: Weekly check-in & Monthly nurture via email/text/call

### Sample Follow-Up Scripts

- “It was great meeting you at the open house at [address].…”
- Offer something of value: list of similar homes, lender intro, etc.

# Open Houses to the 7<sup>th</sup> Level

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## LEVEL 1

Sign in yard

## LEVEL 2

Sign in yard

Sign in yard  
with balloon  
& rider

## LEVEL 3

Sign in yard

Sign in yard  
with balloon  
& rider

Directional  
signs at all key  
corners with  
balloons

## LEVEL 4

Sign in yard

Sign in yard  
with balloon  
& rider

Directional  
signs at all key  
corners with  
balloons

Fliers the week  
before, email  
invites, and post  
on websites

## LEVEL 5

Sign in yard

Sign in yard  
with balloon  
& rider

Directional  
signs at all key  
corners with  
balloons

Fliers the week  
before, email  
invites, and post  
on websites

Go Invite  
neighbors  
(100 min.)

## LEVEL 6

Sign in yard

Sign in yard  
with balloon  
& rider

Directional  
signs at all key  
corners with  
balloons

Fliers the week  
before, email  
invites, and post  
on websites

Go Invite  
neighbors  
(100 min.)

Call everyone  
THAT morning  
and remind  
them

## LEVEL 7

Sign in yard

Sign in yard  
with balloon  
& rider

Directional  
signs at all key  
corners with  
balloons

Fliers the week  
before, email  
invites, and post  
on websites

Go Invite  
neighbors  
(100 min.)

Call everyone  
THAT morning  
and remind  
them

Hold 4 other  
open houses in  
the area in various  
price ranges



# Host 7th Level Open Houses

From Fritz Pollard, Long Beach, CA

## 1. Pick The Right Open House

1. Choose houses that are on the market in their first week.
2. The house should have good curb appeal and in an area that is easy to add signage.
3. Choose a house near schools, shopping centers, and recreational areas.

## 2. Pre-Market The Open House

1. Knock 25 doors on either side and 50 across the street with "Just Listed" flyers or door hangers.
2. Call, in a TCPA compliant way, 25 doors on either side and 50 across the street to talk about the new listing.
3. Door knock any Expireds or FSBOs seeking approval to bring buyers by that may come from the open house.
4. Host a neighborhood preview the night before for just neighbors.

\*If the home is not your listing, get approval from the listing agent to use your contact information on marketing materials.

## 3. Host The Open House

1. Show up early and stay late!
2. Have 2-3 agents with you that can manage the crowd and leave to show unrepresented buyers or write offers.
3. Have 2-3 properties on hand to show unrepresented buyers (they should have a lower price point and similar amenities).
4. Collect contact information for buyers and agents. You want buyer information to follow up and agents to potentially recruit them!

## 4. Complete Post Open House Marketing

1. Add all open house attendees to your CRM. Tag agents and represented buyers accordingly.
2. Write thank you notes to all attendees (you can also do this during slow times during the open house).
3. Knock on 25 doors on either side and 50 across the street with "Just Sold" or "Pending" flyers or door hangers.
4. In a TCPA compliant way, call 25 doors on either side and 50 across the street with "Just Sold" or "Pending" updates.
5. Send "Golden Letters" to all sellers on behalf of the Hot buyers that executed a Buyer Representation Agreement with you after the open house.
6. Send a "Golden Letter" text, in a TCPA compliant way, to all sellers on behalf of the Hot buyers that executed a Buyer Representation Agreement with you after the open house.

### Expired/FSBO Example Conversation:

"Hello Mr. or Mrs. Expired, my name is Fritz Pollard with Keller Williams [Market Center Name] and I see your home expired a year ago. I just listed the home over at 1234 Elm Street. It is a 4 bedroom, 2.5 bathroom listed for \$650,000. Our open house is from 1-5 on Sunday and we have been getting massive attendance in this area. Should we have additional buyers that are not interested in the open house, might you be open to reviewing any offers if your home is a good match for one of our buyers?"

[YES]

"OK, may I preview your home so I might present the features to qualified buyers?"

\*The same goes for FSBOS, however, you should confirm that they are not currently represented.

### Golden Letter/Text Example:

(Your Name)

**Realtor**

**Keller Williams Realty**

(Market Center Address)

**Dear** (Home Owner Name)

**Would you be interested in selling your home at** (home address) **to a client of mine?**

**If so, please call me at** (your number)

**Thank you,** (your name)

\*Comply with State, Local, and Broker marketing rules.



# Get 30+ Deals a Year From Open Houses

From Tracy Roberts, Greenville, SC

Tracy and her team follow a specific open house model that generates them over 30 transactions a year! Her model includes tasks done daily leading up to the open house and after that can be done by anyone from a solo agent to a large team. There are a few key pieces that create successful open houses: Have a food truck or vendors, create a buzz on social media, and door knock the neighborhood.

## PRE OPEN HOUSE

### MONDAY

1. Pick the house(s) to hold open.
2. Create a list of people to call and invite (in a TCPA-compliant way).
3. Verify that food trucks are allowed per the HOA (if applicable).

### TUESDAY

1. Schedule a showing to take short videos of the house.
2. Confirm food trucks/vendors.

### WEDNESDAY

1. Take videos at each property with hooks, intro, questions for engagement, and a call-to-action about the open house. Place videos on your own socials, team page, city or suburb groups, and groups within 20-25 miles of the listing property.
2. Take a video of the subject property for the open house and take 3 selfie pics there:
  1. In front of the house.
  2. In the backyard if pretty.
  3. In the kitchen or most beautiful part of the house.

*Schedule the post for Thursday.*

### THURSDAY

1. Verify the scheduled social media post.
2. If there is a food truck, invite 15-20 clients or sphere within 10-15 mins of the open house.
3. Create open house fliers and door knocker fliers.
4. Create a laminated document with QR code to Google drive with MLS sheet, Sellers Disclosure, survey, HOA documents, and any additional applicable documents.

**PRO TIP:** Use a TCPA-compliant lead capture form to gather their information before they can access the documents.

## POST OPEN HOUSE

### FRIDAY

1. Door knock 8 am-10 am with fliers or leave them if no one is home.
2. Circle prospect the neighborhood in a TCPA-compliant way.
3. After 12pm, put out no less than 10 but preferably 20 directional open house signs.

### SATURDAY

1. Gather a "success kit" to make sure all contents are ready (roll of toilet paper, 9 volt battery, measuring tape, roll of paper towels, and 2 clean trash bags).
2. Door knock mid morning to hand out fliers and water bottles to people working in the yards.

### SUNDAY

1. Arrive 30 minutes before the open house.
2. Set up an electronic sign in sheet.
3. Post a Facebook and Instagram Live about your top 3 favorite things about the house.

### MONDAY

1. Follow up with attendees.
2. Reach out to the seller with feedback from the open house and reiterate conversation via an email.
3. Reach out to sponsors or vendors with a call of gratitude and results that occurred from their support.

