



TURNING YOUR OPEN HOUSE INTO A CONTRACT

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The Art of the Open House

- Debunking the myth of "What an Open House looks Like"
- Why Most Agents are missing the boat on lead generation coming directly from Open Houses
- Tools/Resources you can use today to convert
- Pre-Gaming and Post-Gaming your Open House
- Using your CRM to make your Open House into a lead generation machine.



What are the first things that come to mind when you think open house?

Time Commitment?

Door Knocking?

Flyers?

Number per Week?

Snacks? Food?

Justification to your Sellers?

or maybe you've heard the term....



"just go sit this open house"



Establishing your Open House Brand/Demographic

"When you create a market for everyone, you have then successfully created a market for no one"



Establishing your Open House Brand/Demographic

- **What Does the Home Feel Like?**
 - Is it Modern? Is it Rustic? How do you feel when you, the agent, walks in?
- **Where is the home located?**
 - Are you closer to down town? Are you in a neighborhood that isn't completely finished yet?
 - Are you in a custom home?
- **What time of day is the home best highlighted?**
- **Does the price point & location align with the availability of potential buyers in that demographic?**
 - Retirement Communities lend to a more open schedule.
 - School Communities don't lend well to hosting an Open when traffic to get in and out changes with release hours.
- **If you were to place the perfect buyer into that home, what would you look for?**
- **What's wrong with the home?**
 - Time to be honest. Acknowledge and don't try to hide the flaws or prospective issues with the home prior to hosting an Open House.



There are Two Kinds of an "Open House"

Both require the same amount of attention and the same amount of intention....

The Consumer Targeted Open House

Key Point: Anything you "sell" online. Whether it is through your MLS listing, your printed content, or anything you convey to get someone into your open house.... needs to equal what a consumer will walk into at your Open House.

There is no quicker way to lose a consumer than to sell them something online and they walk into something completely different.

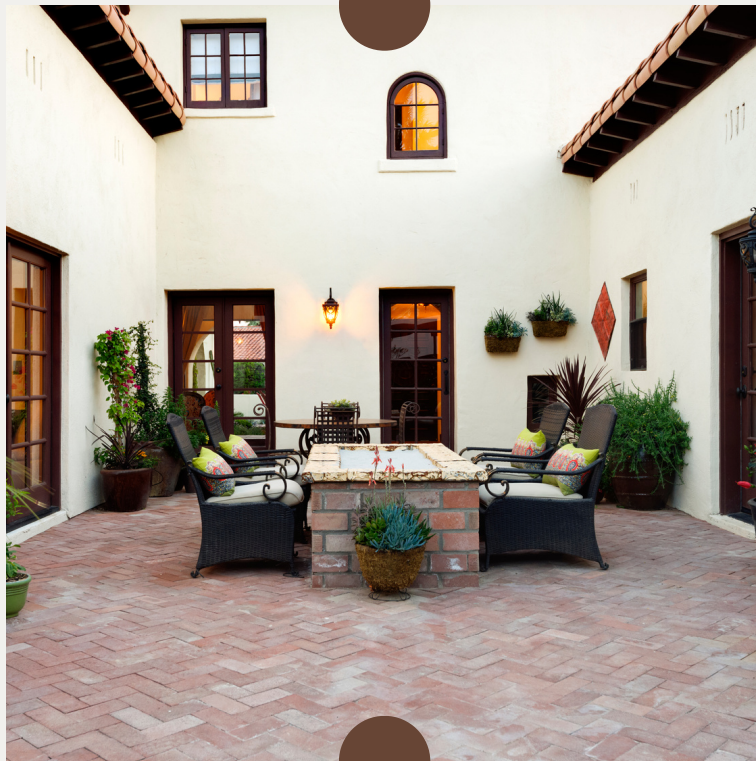
I like to call this the "Open House Bait and Switch".

The Broker Open House

Key Point: Targeting a broker open (no pun intended) opens up the demographic and playing field for other potential agents to come and also feel like they "belong" there.

It isn't abnormal for another agent to tour an open house with their buyer but creating a Broker Open elevates the exclusivity feeling of other agents coming.

When you build the "brand and demographic" of a broker open they will come. And when they arrive they need to feel like stars of the show.



Pre-Gaming your Open House



Using your CRM

- The Key to Pre-Gaming is a well developed database
- Committing to the CRM- All in mentality.
- Use things like "tags" to target demographics and send out appropriate marketing materials to that contact.
- Separate your agents and consumers to make sure you market them differently.
- Not amount of preparation will ever constitute you picking up the phone.
- Everything you do MUST have a Call to Action. What do you want your targeted audience to do once they have received or seen your content?

Preparation Timeline

- The Key to a successful open house is prep-work. You will never have the results you want from an open house by marketing it the day before.
- Give yourself 7 days to attack the open house, surrounding areas, social media, and your database.
- Dive in and consult a marketing person or your local lender's marketing person *wink wink* to develop custom content that is unique to the property.
- Get your digital game strong.



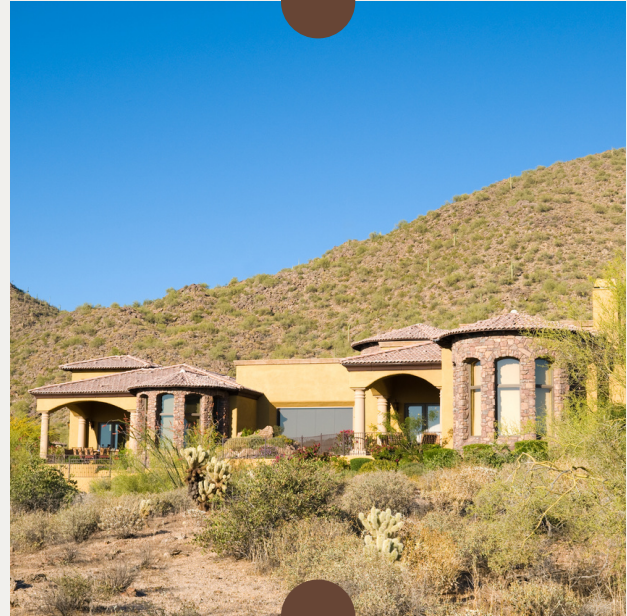
Marketing Weapons for Pre-Gaming

- CRM Database Locked and Loaded
- Single Property Online Sites with your active listing. Customized for you.
- Social Media Directed Content. *Keep in mind demographic* Who engages on FB vs. Instagram. Your online content needs to reflect the brand of the home.
- "Tagging" on your Social Media outlets. *Phone a friend if you will. If you are going to spend the time creating social content... be intentional with what you do with it.
- Automations to targeted targets letting know you have an Open House coming up.
- Consider having a "cause" associated with your Open House. Making the Open House a drop off location for a Humane Society Drive or a local cause is allows you an easier conversation entry when patrolling the neighborhood letting them know you are having an Open House.
- Have a clear Call to Action. Why are you hosting this open house?
 - Growth of Database?
 - Growth of Agent Presence *great for new agents*
 - Familiarity and practice with intention



The Commandments During the Open House

- 1.If you are Hosting an Open House... You Must have ALL visitors sign in.
- 2.If you are going to spend the time commitment there, you market only that open house while you are there. Calls, Texts, Follow ups to local contacts. You are there to sell that house. Not admin work.
- 3.Ask the hard questions. When someone walks in you are on this journey with them. Everything is energy. Make mental notes.
- 4.Ask them directly if they have an agent. If they say no, ask them if that is on purpose or if they'd be willing to have a conversation.
- 5.Bring your Lending Buddy. They are their own powerhouse of marketing.
- 6.Signs and preparation must be done prior to the beginning of the Open House. The sooner in the morning before the better. The signs aren't meant just to direct traffic. They are meant to be a marketing stand alone tool.
- 7.Everything you do is to provide value. Know that house inside and out.



The Post Game to the Open House

Where the magic happens...

- Contacts (both Agents and Clients) add to CRM immediately.
- Thank you emails and or texts to all who came.
- Automated drips and campaigns created in your CRM that target Open Houses only. None sales information only.
- Update notes with details, tags for demographics, to be as specific as possible.
- Set auto reminders for your self to pick up the phone if you have phone numbers and call without sales based information or education.
- Send your sellers a professional outlined recap of your Open House. Feel free to list highlights and things you will try differently next time. Over communication is key.

