Breakthrough 120

Part One: Session Four
Open Houses

kw Where Entrepreneurs Thrive®

Participant Guide
Version 1.0

Telemarketing

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance and visit https://console.command.kw.com/connect/learning/topics/10471 for more information.

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- evaluation of a Market Center's financial results;
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Warning! Buyer letters, videos and photographs may lead to Fair Housing violations. It is important to educate consumers about Fair Housing laws and talk with your broker before submitting buyer letters.

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WARNING! When sending commercial email messages to U.S. recipients, you must comply with the CAN-SPAM Act of 2003 (CAN-SPAM), which requires the email message to provide the recipient with the ability to unsubscribe/opt-out of receiving future commercial emails. Contact your attorney to ensure your compliance.

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Updated 03/2026

TCPA/Do Not Call Compliance Pointers

1. **Know the Law**

- The Telephone Consumer Protection Act (TCPA) regulates calls and text messages and includes the National Do Not Call (DNC) Registry.
- Several states have their own telemarketing laws. You must follow these laws too.
- For information about the TCPA and DNC laws, visit https://console.command.kw.com/connect/learning/topics/10471
- Consult your market center or a lawyer for help with your telemarketing compliance.

2. **Get Proper Consent**

- Obtain proper consent from all consumers you call or text.
- You need prior express written consent to make telemarketing calls and texts using (1) an artificial voice, (2) a prerecorded message, or (3) an automatic telephone dialing system (which may include a dialer).
- You need prior express written consent to make telemarketing calls and texts to numbers on the National DNC Registry.

3. **Document Consent**

- Keep a record of consent from consumers and when you obtained it.

4. **Subscribe to the National DNC Registry**

- The National DNC Registry is hosted on a dedicated website (https://telemarketing.donotcall.gov/).
- • Your market center should subscribe to the Registry and applicable state DNC lists and give you login credentials and/or you should subscribe and obtain your own login credentials.

5. **Maintain an Internal DNC List**

- Consumers have a right to request that you not call or text them.
- Consumers can revoke consent at any time in any reasonable way.
- Keep a record of Do Not Call requests you receive for 5 years.

6. **Check DNC Lists Before You Call or Text**

- Before making a call or text, check to see if the number is on: (1) the National DNC Registry; (2) a state DNC list; or (3) your internal DNC list or your market center's.
- Do not rely on lead lists from 3rd parties to be DNC compliant. It is your responsibility.

7. **Honor Do Not Call Requests**

- Don't call a number on the National DNC Registry or a state DNC list unless you have proper consent.
- Don't call someone who has asked to be on your internal DNC list.

8. **Honor Calling Time Restrictions**

- Never make a telemarketing call or text before 8 a.m. or after 9 p.m. local time at the consumer's location.
- Follow any additional state law restrictions regarding when you're allowed to contact consumers located in that state.

9. **Train Your Assistants, Including Virtual Assistants**

- You are responsible if your assistants do not comply with telemarketing laws. REV. 07/11/25

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Seven Compliance Tips for AI Use in Real Estate

1. The TCPA prohibits AI-voice calls unless you have received prior express written consent from the call recipient. You must follow the TCPA and other applicable federal, state, and local laws if you want to leverage AI for use with calls and texts. Contact your attorney to ensure your compliance with applicable law.
2. Use your images compliantly—including those you upload into an AI tool and AI generated ones! Don't upload images into an AI tool unless you have the copyright owner's permission to do so. Additionally, AI companies' terms and conditions may require you to disclose if an image or person is generated by AI or altered with AI (like virtual staging), so be sure to do so if required.
3. Do not use AI to create content you wish to protect with copyright: Under current U.S. law, only human-authored works can be copyrighted, so AI-generated content is generally not protected.
4. Protect client confidentiality: Obtain informed consent before uploading client personal data or any other confidential or sensitive information into AI tools, anonymize or de-identify information if possible, and review AI providers' terms and conditions and privacy policies.
5. AI can be unreliable. You can use AI to help create content, but it's important that all the content is checked for accuracy before publishing to avoid making misleading or deceptive statements.
6. Follow all applicable advertising laws. Even if you use AI, you still need to ensure that you're following all applicable advertising rules, like including your broker's name, DBA, license, etc.
7. Keep it ethical. Avoid misrepresenting the property and your clients with AI-generated content that isn't checked. You should thoroughly review all AI-generated output and confirm that such output is factually accurate, suitable for its intended use, and complies with all applicable laws and regulations as they pertain to your intended use.

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Contents

Introduction 9

Session Four: Open Houses 11

Mindset Moment 13

Skill Builder: Lead Generate with Open Houses 19

Habit Builder: Time Block Open House Preparation 61

Activity: Call Your Sphere to Check In and Get Referrals 65

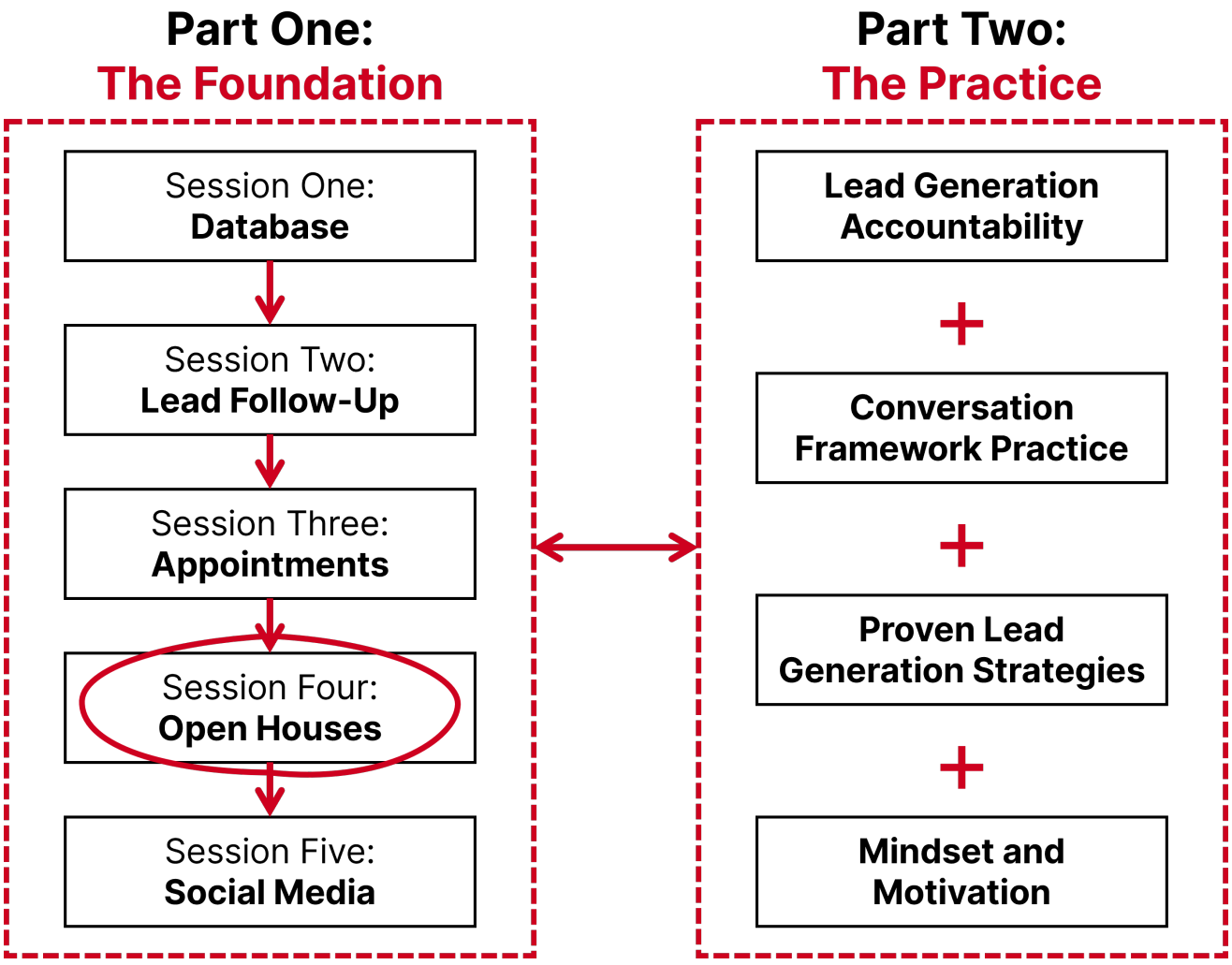
Closing 69

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Introduction

The goal of Breakthrough 120 is to have 10 real estate conversations, 5 days a week, for the next 120 days to set you up to net 9 agreements.



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Session Four: Open Houses

Open houses are a top lead generation method for new agents and experienced teams alike. They are a relatively low-cost lead generation activity that combines marketing and prospecting.

Open houses are not only great for lead generation, but are also an opportunity for branding and learning your local market.

Objectives

By the end of the fourth session of Breakthrough 120, you will be able to:

1. Plan for an open house using the One Week Open House Plan.
2. Host a well-attended open house.
3. Follow up with attendees after the open house to build relationships.

Progress Report

Number of Contacts Added to Your Database	
Number of TCPA-Compliant Calls You Made	
Number of Conversations You Had	

Real Estate Follow-Up Opportunities

Challenges

Aha's

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Mindset Moment

> **Ignorance is the parent of fear.**
>
> **—Herman Melville**

Write down 2–3 fears you have about being a real estate agent and hosting open houses. Classify them as rational or irrational.

Rational	Irrational

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Mindset Moment (cont.)

Common fears that come up around hosting an open house might include:

1. Fear of low attendance or no visitors at the open house.

2. Fear of not knowing the answers to questions about the house or neighborhood.

3. Fear that you may not be safe at the open house.

Educate yourself about what you're afraid of because knowledge reduces uncertainty. The more you know, the less power fear holds.

Aha's

The Way Through Fear Is Action

– Gary Keller

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Open House Mythunderstandings

	MYTH	TRUTH
1	Open houses don't sell houses.	They create exposure, collect feedback, and lead to future sales. Even if the buyer for this listing doesn't attend, open houses build your market presence and pipeline.
2	Open houses are a waste of time.	They're a proven lead generation tool, boost visibility, provide valuable market insight, and show sellers you're actively marketing their property.
3	Serious buyers only book private showings.	Many serious buyers start their search casually. Open houses give them a comfortable way to explore—and often motivate the next step.
4	Only new agents host open houses.	Top agents leverage open houses to meet buyers, connect with neighbors, and create listing opportunities.
5	Open houses are outdated with online listings and virtual tours.	Digital tools create interest, but buyers still want to experience a home in person before making decisions.
6	Open houses only attract curiosity seekers and neighbors.	Digital Open houses attract: 1. First-time buyers figuring out what they want 2. Agents previewing for clients 3. Neighbors who may become future listings 4. "Lookie-Loos" who eventually transact—and might choose you
7	Hosting an open house means I'm only doing lead gen on weekends.	A great open house strategy involves weekday TCPA-compliant calls, emails, social media, and door-knocking. It's lead generation before, during, and after the weekend.
8	Open houses only happen on Saturdays and Sundays from 1-4 pm.	Open houses can happen anytime! Agents have had a lot of success with open houses seven days a week. There's never a wrong time to hold an open house.

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Skill Builder: Lead Generate with Open Houses

An Open House Is → **A scheduled time when a property that is for sale is open to the public for viewing.**

What an Open House Does:

1. Connects you with neighbors through circle prospecting.
2. Gives you an opportunity to understand homes.
3. Allows you to practice and perfect your conversations and dialogues.
4. Attracts serious buyer and seller leads right to the door.
5. Builds relationships with fellow agents in the area.
6. Boosts your name recognition and strengthens your brand.
7. Uncovers hidden listing opportunities nearby.

Access Canva for postcard and mailer designs for open houses. Go to answers.kw.com and search for KW + Canva for more information.

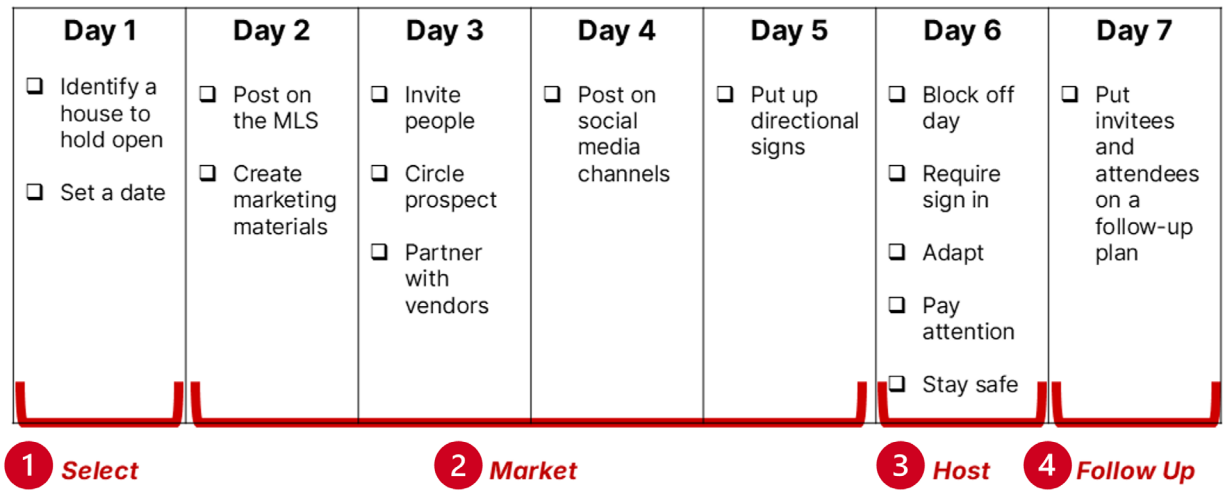
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Four Steps to Create an Epic Open House

1. Select a listing.
2. Market the open house.
3. Host the open house.
4. Follow up and win clients.

Open House Weekly Calendar



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Day 1: Select a Listing

Choosing a property that puts you in the best position to meet the most motivated buyers is a great first step. Below are some filters to use to put yourself in the right place, at the right time, more often.

1. Pick the right house.

→ **Hold Open Your Own Listings**

Many sellers love the idea of having an open house. There is no one better to speak about the home to a prospective buyer than the listing agent. This will help you best position the property as you will be the first to receive feedback. This is also an opportunity to meet prospective buyers who can become future clients and hopefully sell your listing! Don't have your own listings? Reach out to agents in your Market Center about hosting an open house at one of their listings.

→ **New-to-Market Homes**

Look for properties that have been on the market 0–14 days. Many homes will have their highest per-day traffic during their first few weeks on the market. This is largely because in every price range, there is a segment of buyers who have seen all the available inventory and are eager to see new listings quickly.

→ **Low-Inventory Neighborhoods**

These are neighborhoods that do not have a lot of homes for sale. Due to the low inventory, buyers are more likely to want to see homes in those neighborhoods as soon as they are listed. You can use your MLS to search neighborhoods that have lower-than-average inventory.

→ **Mid-Range Priced Homes**

Mid-range priced homes have the most people looking at them. Since they are affordable to most, they are often more desirable. You can use the MLS to identify and search for average-priced homes.

2. Choose the best day and time.

Best practices for open houses are:

1. Monday–Friday, 5–7 pm—This allows you to catch people coming home from work.
2. Saturday-Sunday, 11–1 pm and/or 2–4 pm. There are benefits to morning or afternoon times.

Optimize the weekends and host multiple open houses to capture the most buyers! You can hold the same listing open multiple times or hold multiple listings open at one time.

3. Pick your home by Mon or Tue of each week.

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Day 1: Select a Listing (cont.)

Slower Markets:

You may see price reductions when homes have been on the market for a little while. This refreshes the listing for buyers. It can come up again in their searches or they may see it for the first time if the price reduction has now moved the home into their search parameters.

Major Events:

Maximize attendance by avoiding scheduling your open house during times of local interest like major-draw sports.

See Alan's interview with Jay Papasan on Keller Williams Realty's YouTube channel and get more tips about how to build a great open house event.

Agent Success Story

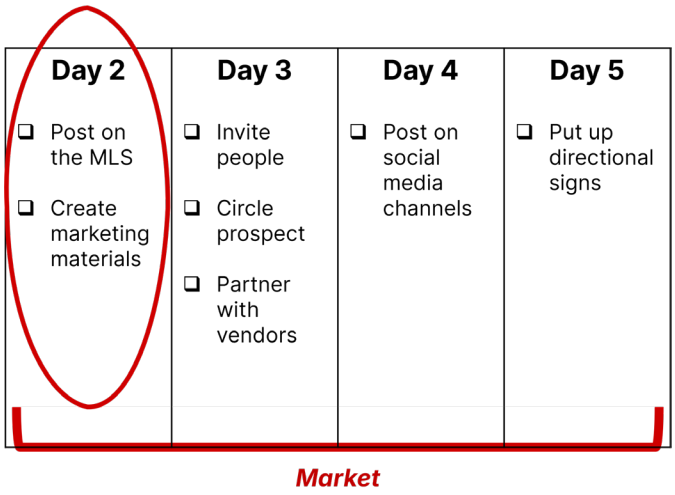
Alan Chargin built his real estate business on open houses, securing five deals from his first two. His lead generation method isn't about getting the most foot traffic at open houses, but about attracting the right foot traffic. Alan quickly learned that while the newest homes on the market draw the biggest crowds, they also attract buyers who are already committed to an agent. So, he developed a more nuanced strategy. In addition to new listings, he makes a point to host open houses at properties that have been on the market for a few weeks. This is where he finds the gold: buyers who are new to the market, seeking information, and not yet working with an agent.

Alan also suggests varying the types of houses you're holding open. If you hold open a mixture of multi-family, single-family, condos, and homes at different price points, you're likely to attract a diverse group of buyers. Two clients looking for a four-bedroom, two clients looking in a specific school district, and two more looking at condos will be easier to serve than six clients looking for the same type of house in the same school district. So choose your open houses wisely and realize that the newest, most expensive house isn't always the one that will serve your lead generation needs the best.

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Day 2–5: Marketing—Day 2



When it comes to marketing the open house, there are a few staples to make it successful. The first is eye-catching and informational flyers that people can take with them.

Flyers

There are two purposes to flyers.

The first is to use them when inviting people to your open house and the second is to have them at the open house so people can take them with them.

Every flyer should contain the following information:

1. Photos of the home.
2. Key details about the home and neighborhood.
3. Your contact information.
4. Your preferred lender's contact information.
5. A call-to-action.

A call-to-action could be something like "Ask Me About My Price Reduction List" or "Ask Me About Below Market Financing" or "Get the Value of My Current Home". These entice attendees to keep in conversation with you.

Having your preferred lender's contact information on your flyer allows you to use it when talking to a potential buyer that hasn't been preapproved yet. You're immediately showing value and the buyer is more likely to keep the flyer that also has your contact information on it!

Go to your KW Canva account to see templates for flyers and more.

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Day 2–5: Marketing—Day 2 (cont.)

The second staple of marketing an open house is a digital or paper registration sheet where you can capture the attendees' contact information.

Registration Sheet

Capturing contact information is vital to a successful open house because without it, there isn't anyone to follow up with. This may include their name, email, phone number, and Buyer's Wish List. This way, you can easily set them up on a follow-up plan. Not everyone will be "now" buyers, but that's why the follow up is always the most important piece to lead generation. You can capture their information in two ways:

1. Paper Registration Sheet: This is simply a sheet of paper that people sign-in on. Contacts will be manually entered into your database.
2. Digital Landing Page: When you build a custom landing page in Command®, contacts are automatically added to your database when they sign in. This allows for easy follow-up.

You should obtain consent from each attendee to contact them using language such as:

Web Form:

☐ By checking this box, you agree that [agent name] [a representative from name of office] may contact you at the telephone number you provided, even if your number is on a federal, state, or internal Do Not Call list, and may send marketing calls and texts to you using an automated system for selection or dialing of numbers or pre-recorded or artificial voice messages that relate to real estate products or services. Your consent is not required to purchase products or services. You may unsubscribe at any time.

Paper Form:

By signing this form, I consent to receiving telephone calls and texts from [agent name] [a representative from name of office] using an automated system for selection or dialing of numbers or pre-recorded or artificial voice messages that relate to real estate products or services at this telephone number: (___) _____. I understand that my consent is not required to purchase products or services. [Signature of consumer]

Easily generate an electronic open house sign in form. Go to kw.answers.com and search Generate an Open House Sign-In Form.

Create an open house registration form in Canva. Go to answers.kw.com and search for Generate-an-Open-House-Sign-in-Form.

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Day 2-5: Marketing—Day 2 (cont.)

The third is a scorecard to gather feedback about the open house.

Scorecards

Scorecards are a fun and unique way to engage guests at an open house. When you do this right, you will have captured contact information and feedback in one place.

You can collect feedback on the house by creating a simple rating system or asking questions:

1. What do you think about the price? Too low, too high, just right?
2. Rate the location 1–5.
3. Rate the curb appeal 1–5.
4. What were your favorite features?

Now that you have the materials you need, you can start marketing the open house to generate traffic!

Example Scorecard

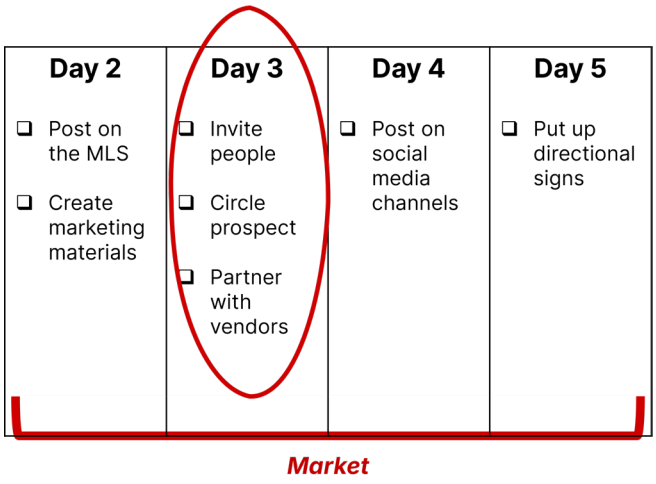


Explore options for design templates in answers.kw.com - https://answers.kw.com/hc/en-us/sections/43692269602707-KW-Canva.

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Day 2-5: Marketing—Day 3



The key to a successful open house is generating as much traffic as possible. Marketing the open house a few days before the event allows you to notify people in advance to mark their calendars!

Invite Your Database

Inviting your database allows you to touch your database and provide them value. You should invite first via email. When you send them the flyer you've created, you're showing buyers a property they could be interested in and sellers the value you provide to listings. The following day, you can call or text your database about the open house in a TCPA-compliant way. This is a great opportunity to have a conversation with them and check in.

Invite Your Database to Your Open House Dialogue:

Hi [Name]**, it's** [Your Name]**! How are you doing?**

Let them respond—engage briefly in rapport building, and then transition.

I won't keep you long—I just wanted to share something exciting! I'm hosting an open house this weekend at a great home in [neighborhood/street name]**, and I'd love for you to come by and say hi if you're around.**

Optional details if relevant: **It's** [Saturday/Sunday] **from** [time] **to** [time]**, and it's a** [2-bedroom cottage / cool historic home / newly renovated place] **that I think you'd enjoy seeing—plus there'll be snacks!**

Optional close: **Even if you're not house-hunting, it would be great to catch up—and of course, if you know anyone looking for a home in the area, please send them my way or bring them along!**

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Day 2–5: Marketing—Day 3 (cont.)

Invite the Neighbors

Door-knock and circle prospect the neighborhood a day or two before the open house. The purpose is to invite neighbors to come 30 minutes early for a sneak peek of the home you are holding open.

Inviting the neighbors allows them to satisfy their curiosity and also provides them the opportunity to think about selling their own house. When they visit, you can offer to provide them information about their house that would allow you to enter them into your database. This is a great time to ask for a referral!

1. Door-knock the nearest 20 homes (10 on one side of the street and 10 on the other side).
2. Circle prospect the neighborhood or immediate area.

Open House Door-Knocking Dialogue:

Hi! My name is _____with (Market Center Name)**. I am holding the property at 123 Main Street open on Sunday from 2-4. I wanted to invite all the neighbors to come take a peek. Will you be around to stop by?**

If yes:

Wonderful! I hope to meet you then. We would love for you to give us some feedback after you check it out. Do you know anyone who might love to be your neighbor?

If yes, get the referral.

If no:

That's okay. While I have you, would you like me to get an updated equity analysis on your home?

If yes, get the details. Ask if they are motivated to move and offer to drop off a CMA on the way to or from the open house.

If no, politely end the conversation, thanking them for their time.

Note: Be sure to follow all local solicitation rules including those of the municipality and homeowners association.

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Day 2–5: Marketing—Day 3 (cont.)

Vendor Partnership Benefits

1. → Expands your reach by tapping into the vendor's network
2. → Shares the cost of marketing and refreshments
3. → Adds value to the open house experience (e.g., food, staging, giveaways)
4. → Strengthens local business relationships
5. → Increases the chance of referrals from the vendor in the future

Tips:

1. Know what you're asking for: Be clear on what you want them to sponsor (refreshments, signage, giveaways, flyers) and the cost.
2. Lead with value: Emphasize the exposure and buyer interaction they'll get.
3. Make it easy for them: Offer to do the heavy lifting. They just show up with their materials (and possibly a small co-sponsorship amount).
4. It's important to keep RESPA rules in mind. Cost sharing should reflect actual marketing value—not serve as a referral fee.

Open House Vendor Partner Dialogue:

Hi [Vendor's Name]**, I'm** [Your Name]**, a real estate agent with** [Your Brokerage]**. I'm hosting an open house at [Property Address] this weekend and looking to partner with a great local [lender/insurance agent/etc.] to co-host and sponsor.**

The idea is to create more energy and value at the event—you'd be there as a resource for buyers, and we can display your materials at the table. I'll be promoting the open house online and through my network, and I'd love to include your name and logo as a sponsor to help boost your exposure.

I've found that when we collaborate on these events, we can both meet new people, build trust with potential clients, and increase referrals. Would you be open to teaming up for this one?

If they say "Yes," continue:

Great! I'll take care of the setup and promotion—all I need from you is [a small financial contribution toward refreshments/signage] **and your marketing materials. You can also bring a giveaway. My goal is to provide value for you, too.**

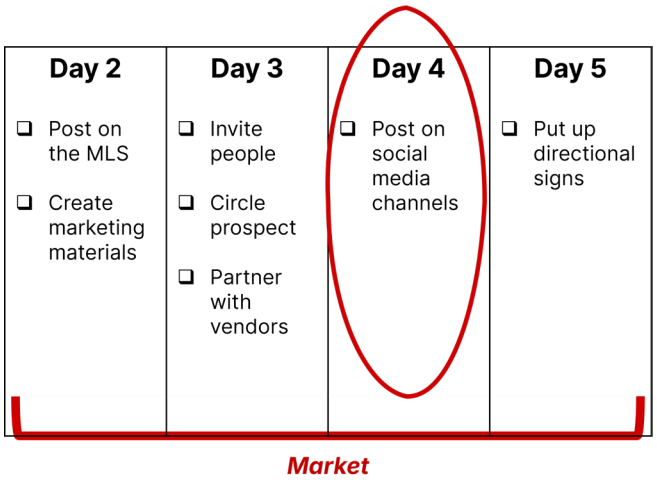
If they're hesitant:

Totally understand if it's not the right time. Maybe we can collaborate on the next one. I'm building a list of preferred partners I work with regularly, and I'd love to include you when the timing is better.

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Day 2–5: Marketing—Day 4



Post to Social Media

Posting to social media is another easy way to ensure that you get the most traffic possible to your open house. This also makes you more visible to your friends and family as their real estate agent of choice. Easily use Designs in Command® to create a graphic to advertise the open house.

Include the following:

1. Day(s) and time(s)
2. Address
3. Key details of the home (square footage, # of bedrooms and bathrooms, any unique features)
4. A call-to-action

A call-to-action here might be something like “Click to Get a Sneak Peek” where it takes them to a quick video tour of the property.

Another way to generate traffic on social media is to use the same graphic you created to post an ad on Facebook or Instagram. This will allow you to reach buyers that don’t follow you and capture information for new potential buyers.

Pro Tip: Use your vendor partners, like a title company, to help get a list of the neighbors to call and target on social media.

Don’t forget, KW® agents have access to a FREE Canva account to help them create marketing materials. Also, remember that AI can be a great thought partner when it comes to marketing.

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Day 2–5: Marketing—Day 4 (cont.)

As you run your social media posts, you might want to run some paid ads. (More about this in Session Five). In those ads, maybe you want to advertise directly to the most likely groups of buyers for that property. AI can help you.

Prompt: Core Buyer Prediction Marketing with AI

→ You're a new agent holding an open house for a property that isn't your listing. The goal is to create social media posts and ads that attract the most likely buyer.

Use the following property details to create a profile of that buyer (age, lifestyle, interests) and suggest where and what they would search for online.

Property Details:

1. Link to Listing: [Insert Link]
2. Asking Price:
3. Bedrooms / Bathrooms / Sq. Ft.:
4. Standout Features:
5. Owner's Motivation: (e.g., "downsizing", "relocating for work")

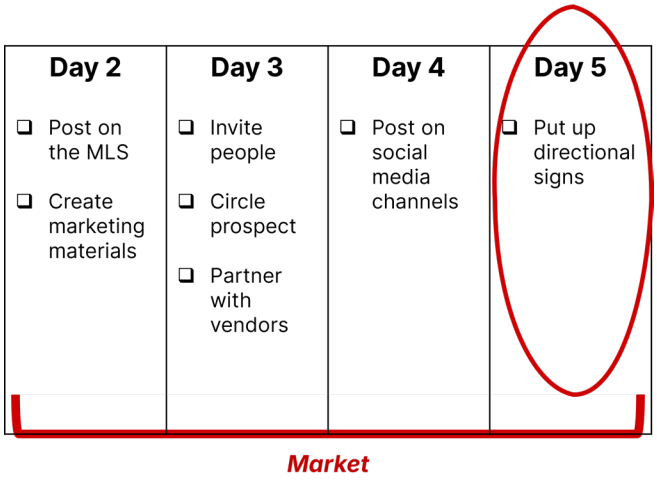
Your Observations:

6. The Home's "Vibe": (e.g., "clean and bright", "cozy retreat", "great for entertaining")
7. The Neighborhood: (e.g., "walkable with restaurants", "quiet and suburban", "close to universities")
8. Price and Style: "How does this home's price and style compare to others in the neighborhood?"

WARNING: Any text or materials generated by artificial intelligence (AI) should be reviewed for accuracy and reliability as there may be errors, omissions, or inaccuracies. The use of generative AI is subject to limitations, including the availability and quality of the training data used to train the AI model used. Users should exercise caution and independently verify any information or output generated by the AI system utilized and should apply their own judgment and critical thinking when interpreting and utilizing the outputs of generative AI.

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Day 2–5: Marketing—Day 5



Set Out Signs

Signage is the last key step to getting as much traffic as possible to your open house.

1. It's suggested to put out 20–40 signs (or however many you have) if your neighborhood allows them.
2. Ask the agent for whom you're hosting to use their signs if you do not have your own.
3. If you think you have enough, add more.
4. Put signs at all directional stops, major intersections, entrances to the neighborhood, and several throughout the neighborhood. You want to create a path for people driving in your area to see them.
5. Put them up as early as the area allows.
6. Jazz up the signs with balloons or pinwheels.
7. Place larger flag signs and additional signs in the yard.

Branding builds recognition. Don't sacrifice clarity.

Consider making your first purchase for your new business open house signs.

Be mindful of local sign posting and sign ordinances, as well as local ordinances, Homeowner Association Rules, or any other similar restrictions.

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Day 2–5: Marketing—Day 5 (cont.)

Prompt: Educate Yourself as the Local Economist of Choice with AI

→ You are a real estate news reporter. Your mission is to uncover the most crucial and under-the-radar residential housing news for the [location] market. The information must be strictly from the past [timeline, e.g., 30 days] and be valuable for an agent's business strategy and client education.

Your search should focus on:

1. Specificity: Find actionable, non-mainstream information—avoiding well-known topics like general mortgage rate changes or national market summaries.
2. Relevance: Look for regional policy changes, niche economic indicators, or market innovations that directly affect real estate sales or property values in [location].
3. Sources: Use only reputable industry, government, and local news sites.
4. Implication: The final report should provide insights that agents can use to justify pricing, manage client expectations, and find new opportunities.

Deliverable format:

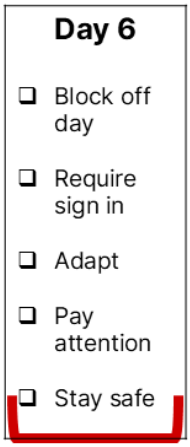
5. Headline:
6. Date: (Must be within the past [timeline].)
7. Summary: (A brief overview of the news and its potential market impact in 2-3 sentences)
8. Relevance: (Explain why this is important for agents and their clients)
9. Actionable Advice: (A direct, concrete suggestion on how an agent can use this information in their business)

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Day 6: Host the Open House

1	2	3	4	5
Block off the day	Arrive early	Require signing in	Hand out your scorecards to keep people engaged	Pay attention to attendees' needs and have great conversations



Host

Agent Success Story

Erin Holloway and her team elevate their open houses by focusing on the details. Beyond the essential preparations, they find two key elements that consistently make a memorable impression: festive balloons and wrapped chocolates. Erin calls balloons "adult catnip" because they attract people to the signs, which in turn leads them to her open house. Her team also finds that people are much more likely to take wrapped candies, in particular, good chocolate, than cookies or something else that is opened. As a bonus, unlike cookies, it's easy to keep the uneaten chocolates for the next open house.

Remember **Alan Chargin**, who got five deals from his first two open houses? Alan uses a specific strategy for guest interaction at open houses. He greets everyone promptly, learns their name, and uses it in conversation to build immediate rapport. His favorite question to open with is, "How did you hear about the open house today?" Asking someone if they have a real estate agent as an initial question can feel too daunting. If they tell you they saw a flyer or sign or saw it on Zillow, that may give you a hint that they do not have an agent. Likewise, if they say their agent sent it to them, you'll know they are likely represented.

Plan, practice, and strategize to make your open houses repeatable and successful.

Find Erin's Open House System by searching the same on Connect. You can also find a video of her explaining her system by searching Keller Williams Realty's YouTube channel.

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Day 6: Host the Open House (cont.)

AI Playbook

Use the Property Visualizer Pro Prompt from the AI Playbook. When someone has a question like, “How old is the water heater?”, snap a pic and upload it to AI and act as a construction technical expert in residential housing and construction.

Prompt: Act as a Construction Technical Expert with AI

→ Act as a construction technical expert in residential housing and construction. You have deep knowledge in identifying and dating home appliances, (e.g., HVAC systems, water heaters, stoves, washer/dryers) by serial numbers, manufacturer traits, or visual cues.

You also understand home construction materials, structural components, and code-compliance indicators across decades.

Your goal is to help real estate agents educate buyers on the history, quality, and condition of a property based on visible elements and appliance models.

Offer insights that highlight potential repair needs, energy-efficiency ratings, or vintage charm, and translate technical details into plain English for homebuyers.

Find the AI Playbook by searching on Connect.

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Day 6: Open House Role-Play

Open House Greeting Dialogue:

Welcome in. I'm (Your Name)**. What brings you by today?**

If they say, "I'm just looking":

We typically find that people come to open houses either to look for a home of their own or find the value of their house. Do you live near here?

Or:

Feel free to take a look around and let me know if you have any questions. Would you like to hear about the house's highlights before you get started?

Or, offer your hand and wait for them to say their name.

Thanks so much for stopping by (name)**. Have you been out looking for homes for a while, or are you just starting the process?**

Follow-Ups:

1. Feel free to take a look around. If you have any questions about the home or the neighborhood, I'm happy to help.
2. Are you currently working with an agent?
3. Are you selling your current home in order to buy?
4. What are you looking for in a home?
5. Is this the area you're hoping to buy in?
6. How did you hear about our open house?

Don't forget you can use AI as your thought and role-play partner.

What other questions and conversations do you think you should be ready for?

Open House Greetings

An open house greeting should:

1. Be friendly and low-pressure.
2. Build rapport.
3. Open up a casual but useful conversation.
4. Be respectful and informative.
5. Offer space for exploration of the home while remaining engaged and available through body language and tone.

You want to:

1. Respect the visitor's comfort zone.
2. Open the door to conversation without pressure.
3. Gather information while staying professional and warm.
4. Stay off your phone to appear interested in visitors.

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Day 6: Host the Open House—Safety

- **Tell someone what you are doing.** Let a co-worker, friend, or family member know the address of the open house and the times you will be there. Better yet, consider hosting open houses in pairs or inviting a vendor to co-host.

- **Have a means of communication.** Keep your phone on you at all times. Check in periodically with people to update them or how the event is going and how many people are there. Consider wearable devices with emergency features.

- **Keep your belongings in the car.** Carry only your phone and business materials.

- **Require sign-ins.** Signing in isn't just for your database, it's a safety precaution, too. Have every person that comes through the door sign in and fill out their information.

- **Greet all guests and do a gut check.** If a visitor feels off or you feel uncomfortable, exit the home and call someone you know.

- **Turn the lights on.** Make sure the home is well-lit if you are doing an evening event.

- **Meet the neighbors.** Introduce yourself to the neighbors (good for business, too!) and let them know you'll be in the house.

- **Stay aware.** Always know your exits and have a plan for getting out of a situation. Don't go into basements or attics with anyone alone.

- **Park in a safe spot.** Leave your vehicle near the house and in a place where you can see behind it and under it at all times. Park somewhere you cannot be blocked in.

- **Have someone meet you to close down.** Ask a co-worker, friend, or family member to meet you at the end of the open house to close down. Walk to your cars together.

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Day 7: Follow Up and Win Clients

Like all lead generation in real estate, the fortune is in the follow-up. Following up with people gets you one step closer to an appointment.



Follow-Up Tips

1. If attendees were not automatically added to your database through your registration sheet, add them and make notes on which open house they attended.
2. Contact everyone who attended the open house as soon as possible. This is your opportunity to note the neighbors, the lookie-loos, and the interested buyers to determine what follow-up plans you should use.
3. On Monday, call the same people you called when circle prospecting the neighborhood before the open house to provide feedback, offer a market analysis, and ask for a referral. Every call must comply with the TCPA and any applicable state telemarketing laws.
4. Add follow-up plans to every new contact.

This is a great place to look back into Command® SmartPlans and see how you can automate your follow-up with open house leads. There are a lot of SmartPlans you can update with your own criteria to make this process easier. Make sure you have proper consent if your SmartPlans will include calls or texts.

Agent Success Story

Ashley Force, a real estate agent in Oregon, met a prospective client at an open house. Ashley engaged with the visitor, they chatted a bit, and the visitor shared her contact information. The following week, Ashley followed up with a call to thank her for coming to the open house. The call went to voicemail. Ashley put the visitor on a SmartPlan that included some emails, text messages, invitations to other open houses, and some occasional calls. Calls continued to go to voicemail, no texts or emails were responded to, and the woman unsubscribed from getting texts or emails.

Ashley didn't think any more about it until two years later. One early evening, there was a knock on Ashley's door. When she opened it, there was a woman who said, "I'm sorry to bother you, but are you by chance a real estate agent?" As they got into conversation, Ashley remembered that this was the woman she had met at her open house who never responded to any of her calls, text messages, or emails.

The woman explained that when they met, Ashley told her that they were neighbors and she lived in that new blue house at the corner of X & Y streets. The woman couldn't remember Ashley's name, but she did remember where she said she lived. The woman shared that she was so impressed by Ashley at the open house, as well as her follow-up, that she wanted to hire her to list her house. Ashley ended up listing the woman's house for $700,000. It turns out that the woman was a recently retired judge of 30 years who happens to know a lot of other judges and lawyers, some of whom also became clients.

Ashley's persistent follow-up is what won her this client and all the referral business she brought with her. Remember, the fortune is in the follow-up.

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Day 7: Follow Up and Win Clients—Role-Play

Monday Circle Prospecting Follow-Up Dialogue

Hi there. This is _____ with (Market Center or Team Name)**. We spoke on Thursday** (or I left you a message on Thursday) **and wanted to let you know how the open house at _____turned out. Is this a good time?**

If yes:

Awesome, thanks for taking my call. We had X number of people through the open house and received X number of offers. We have Y number of buyers that are still looking to move into your neighborhood. Do you know of any of your neighbors that are moving before the end of the year?

If no:

Okay, have you seen anyone in the neighborhood that maybe has a pod in front of their home?

If yes or no, follow up with further questions:

Have you considered selling your home?

If yes, close for the appointment.

If no, follow up with further questions:

I get it, you live in a great area! Listen, I really appreciate you taking the time to chat with me today. I'd love to thank you by sending you an updated market analysis of your home. Could I get your email address so I can send that over to you?

If yes:

Awesome, any updates to your home that I should take into consideration before I send this over to you? (Ask for email address.)

WARNING! You must comply with the TCPA and any other federal, state, or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance and visit https://console.command.kw.com/connect/learning/topics/10471 for more information.

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Open House System Review



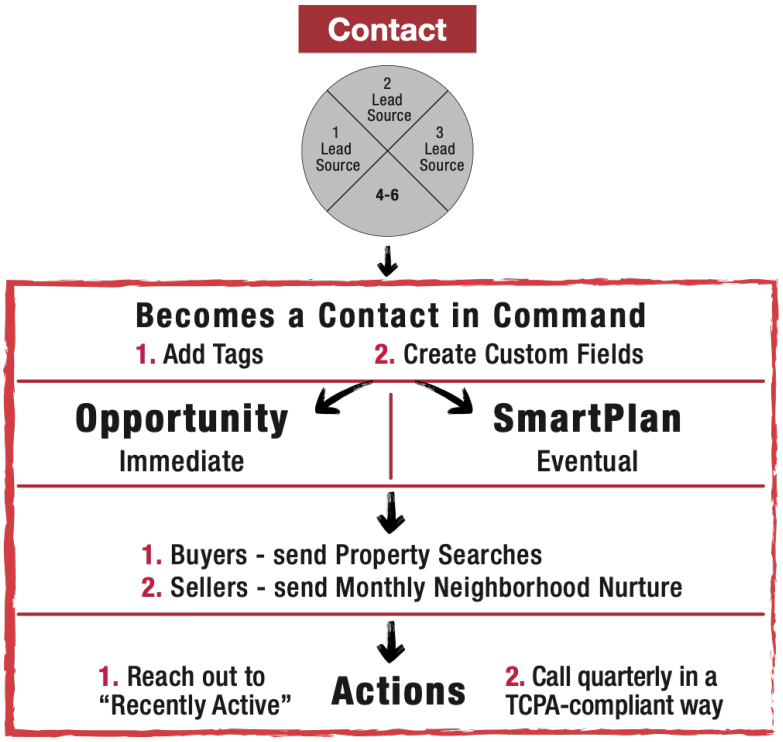
Aha's

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Habit Builder: Time Block Open House Preparation

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	MREA Energy Plan Listen to the MREA and ONE Thing Podcasts	MREA Energy Plan	MREA Energy Plan	MREA Energy Plan	MREA Energy Plan		
Afternoon	**Open House Plan** 1. Identify a house to hold open 2. Set a date	**Open House Plan** 1. Post on the MLS 2. Create marketing materials	**Open House Plan** 1. Invite people 2. Circle prospect 3. Partner with vendors	**Open House Plan** 1. Post on social media channels	**Open House Plan** 1. Put up directional signs	**Open House Plan** 1. Block off the day 2. Require sign in 3. Adapt 4. Pay attention 5. Stay safe	**Open House Plan** 1. Put invitees and attendees on a follow-up plan
Evening							



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Referral Request Role-Play

Referral Request Dialogue

Hey _____ , it's [your name]**! How have you been?**

Let them respond and engage naturally. Then transition.

I just wanted to check in—no big agenda, just staying in touch. Real estate's been keeping me busy, and I always like to keep everyone in the loop.

Optional, depending on your relationship or timing.

I've been seeing a lot of movement in [neighborhood] **and it made me think of you."**

Add value.

If you ever need anything—contractors, market info, help for a friend—please don't hesitate to reach out. I'm always happy to be a resource, real estate or not.

Ask for referral.

Do you happen to know anyone who could use some real estate guidance? Anyone thinking of buying, selling, or investing?

If yes:

That's great to hear! Would you mind sharing a bit about what they are looking for, or would it be OK for me to reach out to them directly?

If yes, alternative:

That's great to hear! Would you mind introducing us? I'd love to be able to help them.

If no:

If anyone comes to mind, please reach out. I'd love to help anyone you know and like! I really appreciate you thinking of me.

Wrap up.

That's it for me—just wanted to say hi and let you know I'm here if you need anything. Let's catch up soon!

If they don't answer, leave a live voicemail and send a text.

Hello _____ . This is [your name]**. I hope you're doing great. Give me a call back when you get a chance!**

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Activity: Call Your Sphere with Referral Requests

WARNING! You must comply with the TCPA and any other federal, state, or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance and visit https://console.command.kw.com/connect/learning/topics/10471 for more information.

How many two-way conversations did you have? _____

Did you discover anything relevant to their current or future real estate needs?

Did you discover anything relevant to their current or future real estate needs?

What felt like a win in your conversations?

What challenges did you face?

Aha's

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Use AI as a Role-Play Partner

Don't forget! AI can help you role-play and come up with new conversation starters depending on the role you choose to play, any objections you may expect, and a particular personality style.

Prompt: Role-Play with AI

→ Before starting the role-play, ask the user the following clarifying questions to set the scenario properly:

1. What specific role would you like me to play? (Buyer, Seller, Tenant, Landlord, Prospect)
2. What is your primary objective for this role-play? (Booking an appointment, securing a listing, handling objections, closing a deal, etc.)
3. Are there specific objections you'd like me to raise during this conversation? (Price, timing, trust, competition, etc.)
4. Would you like me to simulate a particular personality type? (Difficult, skeptical, indecisive, assertive, analytical, emotional, etc.)
5. Any specific challenges you'd like to practice? (Reluctance, urgency, fear of market changes, etc.)

When the user confirms, begin the role-play naturally as the selected character, making the interaction realistic and challenging while aligned to the user's goals.

Tip: Use it with voice mode.

Aha's

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Closing

Summary

Open houses are one of the best lead generation methods to put you in contact with those actively looking to buy or sell. A great open house happens by utilizing a system.

Aha's

Learning Application

1. Find an agent to shadow at an open house to see how a seasoned agent prepares.
2. Scout out your own open house to hold next week and time block for preparation.
3. Begin to build your own flyers, registration sheets (paper or digital), and scorecards.
4. Continue reaching out to the people who know, like, and trust you until you have had at least 10 real estate conversations.
5. Be sure all contacts you reached out to today are in Command®—even if you didn't get to speak with them. Add tags, tasks, and SmartPlans to each contact. Make sure you have proper consent if your SmartPlans will include calls or texts.
6. Be ready to share your progress report at the beginning of our next session.
7. Every session, we will share our lead generation progress. You'll report:
   - 7.1 Number of contacts you added to your database
   - 7.2 Number of TCPA-compliant calls you made
   - 7.3 Number of real estate conversations you had
   - 7.4 Real estate follow-up opportunities
   - 7.5 Challenges
   - 7.6 Aha's

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