

LBS

# IGNITE

ELEMENTALS 3:

OPEN HOUSES

kw<sup>®</sup>

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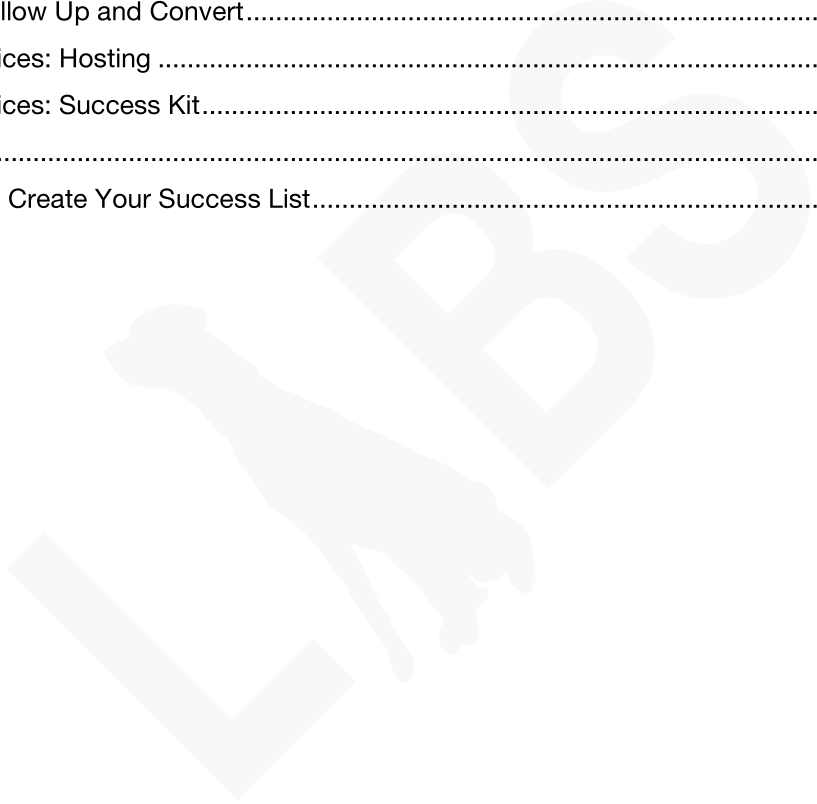
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**WARNING!** Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

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# Compliance: Do Not Call/Telephone Consumer Protection Act

## WARNING!

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The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

### ① Auto Dialers

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system (autodialer)

### ① Prior Express Written Consent/ Written Consent

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

### ① Know the Federal and State Laws

In addition to federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

### ① Violations

Recipients of calls that violate the TCPA may recover up to \$1,500 for each violation. Use of an autodialer can rapidly accelerate potential damages.

## DO NOT CALL DO'S AND DON'TS

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Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult an attorney regarding compliance with DNC laws.

### ① Subscribe to the Registry

The DNC registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

### ① Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1. the National Do Not Call Registry; 2.any state Do Not Call list; 3. your internal list. If the number is on any of these lists, delete it.

### ① Honor Consumers' Requests

Never call a number on the Do Not Call Registry. And honor an individual's request to be added to your internal DNC list.

### ① Limited Exceptions

Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

# The Benefits

Open houses are inexpensive and have a high return on investment.



Inexpensive



High ROI and exposure



Qualified leads from one listing



Productive way to meet buyers and sellers

Aha's

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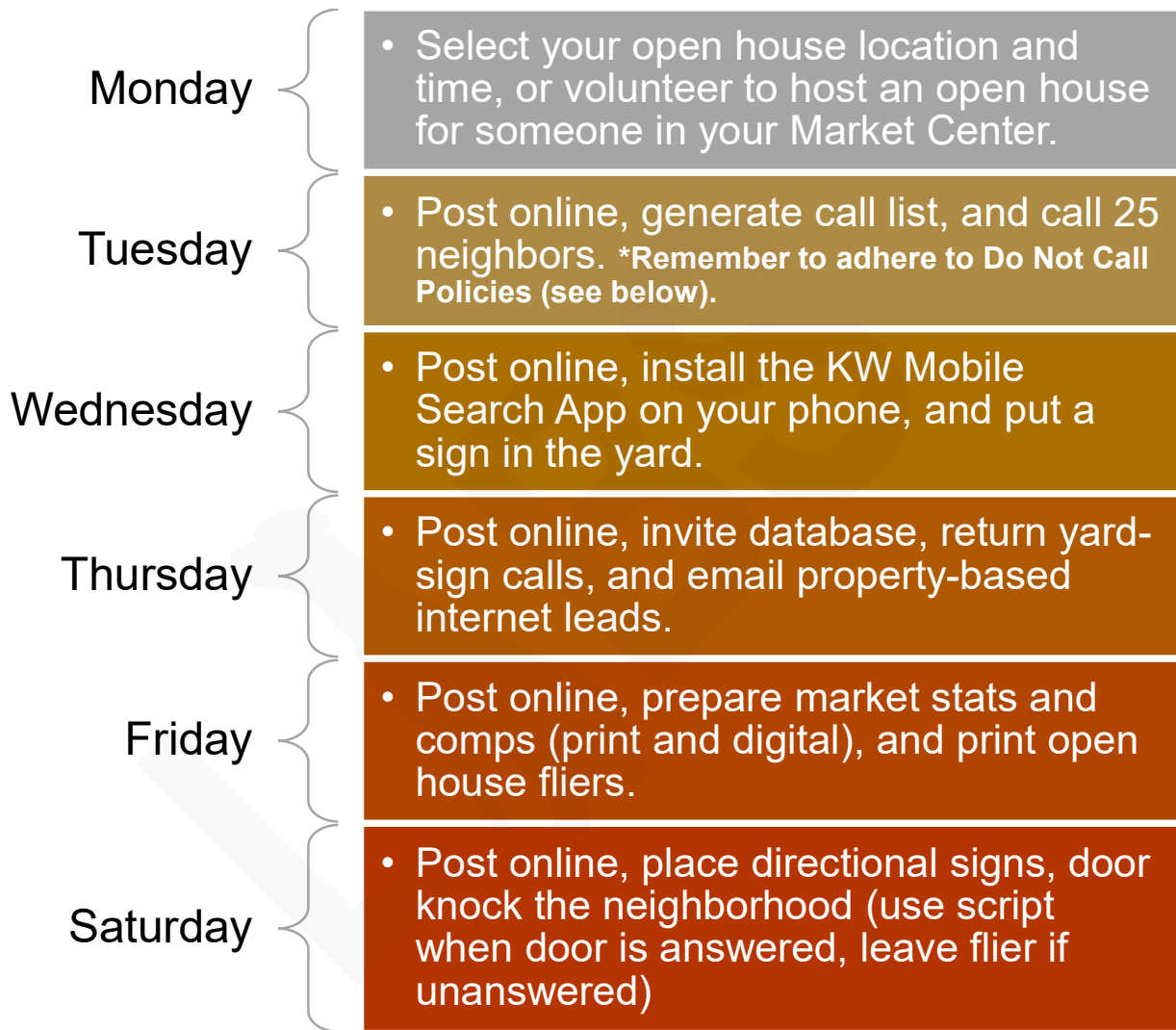
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# Prepare for The Event

Planning to host an open house starts at least 7 days before the date.



What additional activities could you add to this list?

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# Door Knocking

**BEFORE THE OPEN HOUSE - DOOR KNOCK TO INVITE THE NEIGHBORS**

Hello! This is (agent name) from (team name) with (Market Center name). I'm at your door because (homeowners' names) have asked me to invite you to the open house on their home at (address) on (date and time).

Feel free to bring someone with you from work or a friend or relative that might be interested in buying in your neighborhood.

By the way, when I find a buyer, I'd like to be able to share with them what people like about the neighborhood. May I ask you what it is that you like about the neighborhood?

Excellent! And, if you were to move, where would you go next and when might that be?

Aha's

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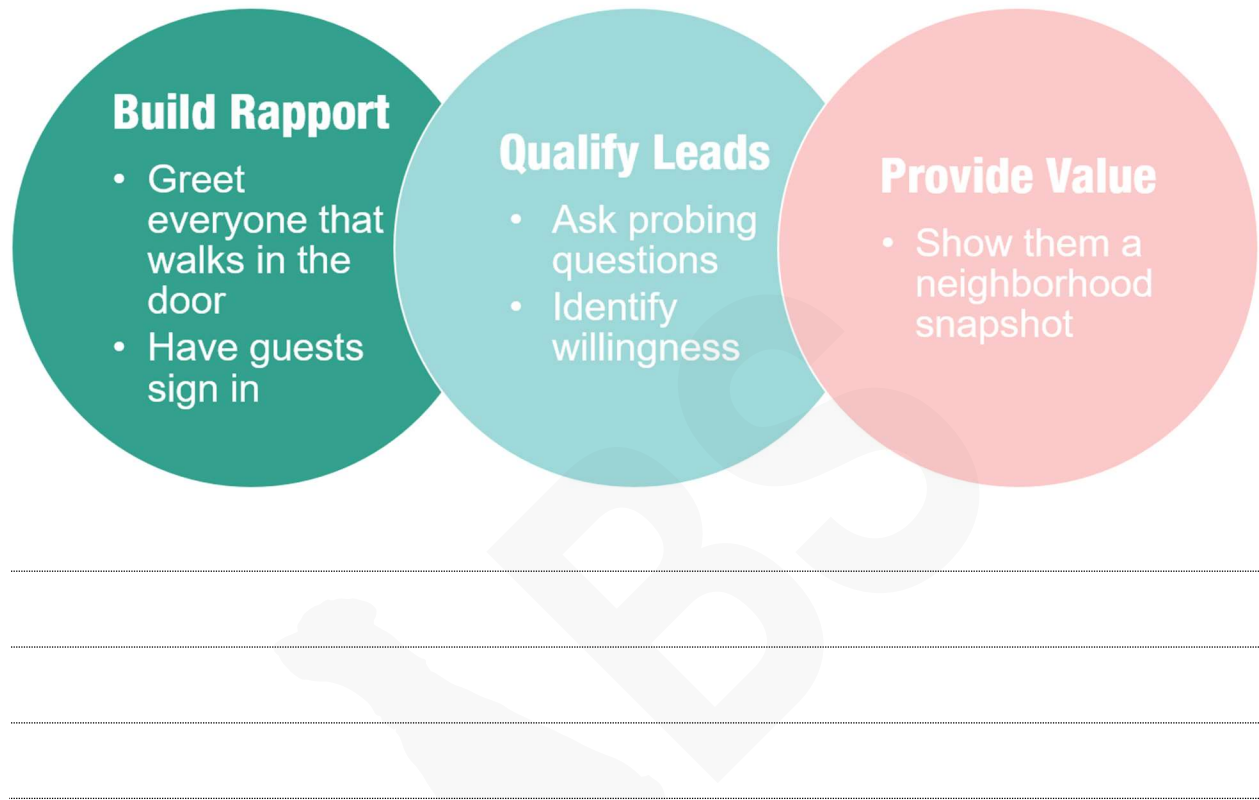


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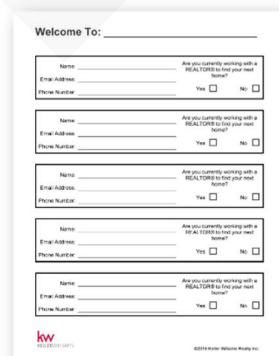
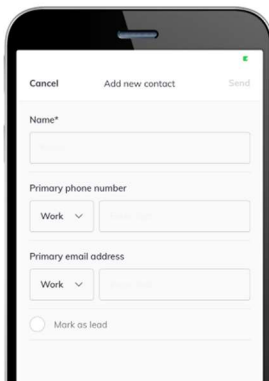


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# Prospect: Promote and Host



# Prospect: Capture the Lead



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# Prospect: Safety First



Park on the street

Meet the neighbors



Never turn your back on a prospect

Establish an escape route



Let someone know where you are and when you'll be done

Charge your cell phone



Aha's

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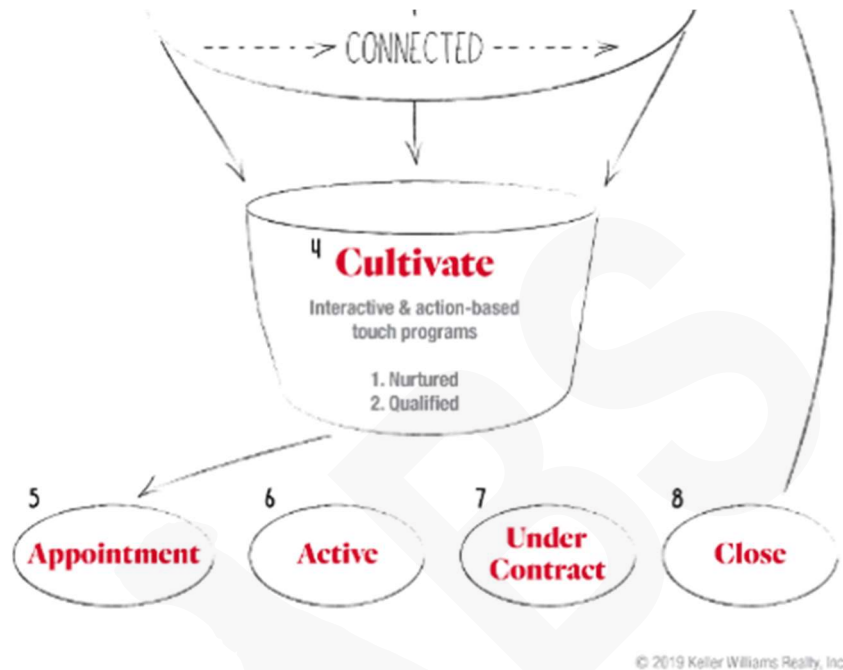
Download the Open House Safety tool from the Toolkit.

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# Pursue: Follow Up and Convert

In the Pursue stage, you create a follow-up plan.

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1. Enter prospects into your database
  2. Add any appointments you have scheduled to your calendar
  3. Tag your prospects
  4. Customize a touch campaign, or SmartPlan, to make sure you stay top of mind
  5. Convert!
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# Best Practices: Hosting

## Stand Out During Your Open House

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1. Host a speaker

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2. Offer a gift

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3. Get the house in showing shape

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4. Go live!

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# Best Practices: Success Kit

- Disinfecting wipes
- Toilet paper
- Paper towels
- Pens
- Air freshener
- Extra business cards
- Backup battery/power for phone
- Measuring tape
- Trash bags
- Tissues

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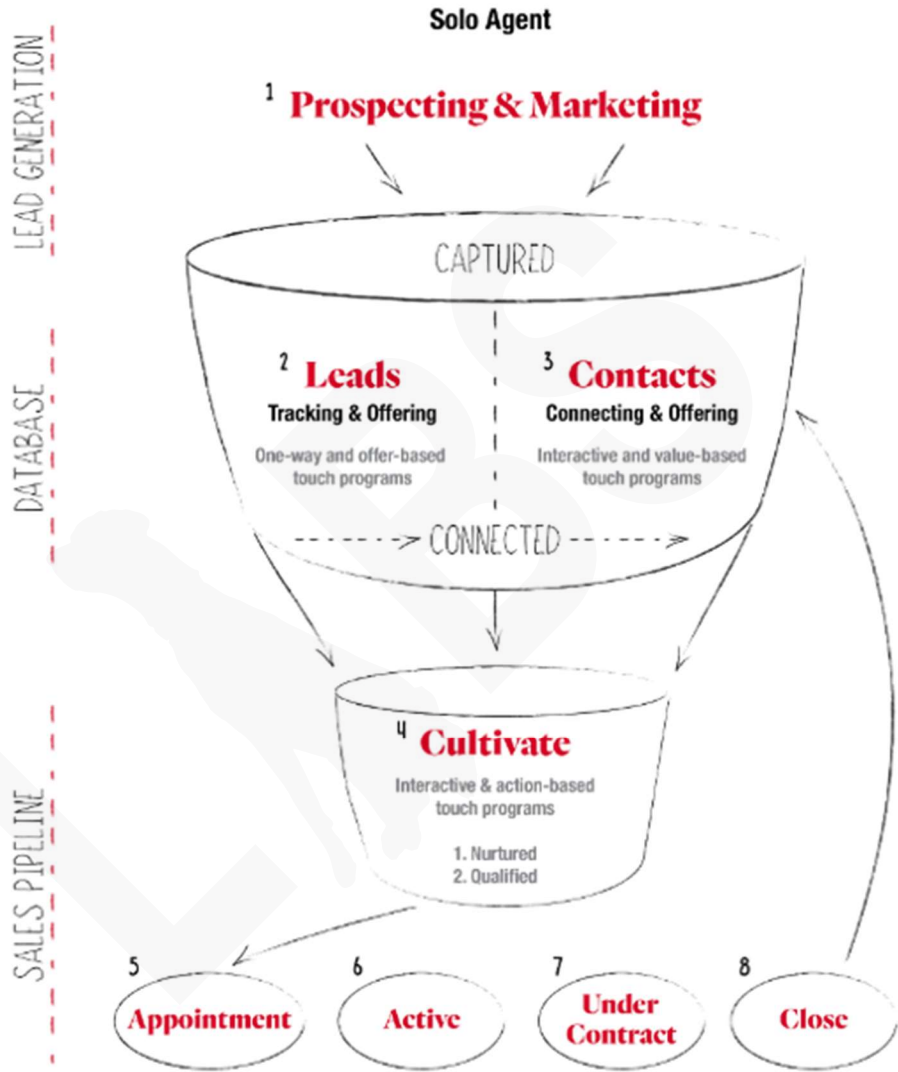
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# Follow Up

## Lead Generation Model



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# Recap and Create Your Success List

Turn Aha's to Achievement

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 <p>How has your <b>thinking</b> changed?</p>	
 <p>What do you <b>feel</b> differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What <b>actions</b> will you take?</p>	
 <p>What <b>tools</b>, models, or systems will you use? How will they make you accountable?</p>	