

OPEN HOUSE SCRIPT

*****PRO TIP - Greet them at the door, be confident without being overbearing. You have ONE CHANCE at a first impression! Start with some open ended questions and remember as much as you can.**

TAKE OFF RAMPS!

Agent: Hi, come on in! My name is _____. Great to meet you.

They will likely give you their names here, REMEMBER their names!

Ice Breaker Questions *(rotate and try them all!)*

1. Do you currently live in the area, or are you from out of town?
2. Have you been out looking at a lot of open houses this weekend, or is this your first one?
3. Are you just browsing around, or are you actively looking to buy a home **(don't start with this one, it may seem too pushy, but you can ask it after the first one or two).**

Agent: Great! Do you have any questions I can help with for now?

Agent: Well please feel free to look around, and let me know anything I can do to help. **[Give them a flyer and let them browse.]**

Followup questions after they're done and want to talk to you more, OR, if they're done and are getting ready to leave *(Use whichever is best suited to the conversation).*

1. Do you own a home in the area?
2. How does this home fit what you're looking for?
***If not, ask them what they're looking for that this home doesn't have.**
3. Is this the ideal price range for you?



4. In a perfect world, how soon do you want to, BE IN YOUR NEW HOME?
5. Do you have an incredible Buyer Specialist helping you, or are you on your own for now?
 - *If unrepresented, use appropriate buyer ABC script to secure an appointment!
 - *If they respond with, "yes," ask them, "OK, do you have a signed agreement with this agent, or are you just talking?" If "just talking," use the ABC script to secure an appointment!
 - *If they have a signed agreement, you cannot work with them right now and it would be unethical to continue with the conversation."Gotcha, sounds like you're in great hands then! I wish you the very best of luck on your search, and please know I'd be happy to be your #2 if it doesn't work out with your current agent."

If They're Actively Looking and Unrepresented, Use the Buyer ABC Script! *(Customize it for their needs based on conversation.)*

Getting Them To Sign In Script

1. Before you leave, would you please register, so the seller can know how many people came by and who was in the home? Thank you!

OR

2. For security purposes, the seller is asking all guests register before **(or after)** they go through the house. Thank you!

*****A Note on signing in:** The most important reason to get someone to sign in is so you can followup with them. If they're already represented, and they're pushing back on signing in, don't worry about it. If they're **Unrepresented, get that info!**



FOLLOWUP TIP

Enter unrepresented contacts in your CRM AS SOON AS YOU GET HOME, if you're not using a digital system to do that from their sign in *(which you should be!)*. Even if you are, type notes in each prospect based on the off ramps you took so you can build as much rapport as possible. Remember, the more non-real estate related talk you can have, the better! Followup same day with a text saying it was great to meet them if that's not already done in your CRM *(which it should be!)*, and schedule a more detailed followup in based on their needs and timeline.

