

Distinctive Open House Strategies

Jason M. Jakus

Instructor, National Speaker, Florida Real Estate Broker & Best Selling Author







Why do an open house?

- 66% of buyers will go with the first REALTOR® they meet
- Each open house should result in one closed transaction
- Over 53% of buyers went to open houses while search for their home
- Open houses have the lowest cost per lead
- Pick up additional listings



Home Buyer Habits

Internet	88%
Real Estate Agent	87%
Mobile Website	50%
Yard Sign	48%
Open House	44%

Source: 2014 National Association of REALTORS® Profile of Home Buyers and Sellers



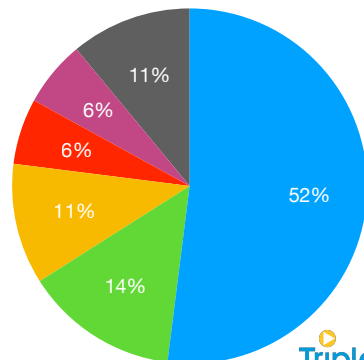
Home Buyer Habits

Internet	93%
Real Estate Agent	86%
Mobile Website	73%
Open House	53%
Yard Sign	46%

Source: 2018 National Association of REALTORS® Profile of Home Buyers and Sellers



● Find the Right Home ● Negotiate Terms ● Negotiate Price
● Market Research ● Paperwork ● Other



Me at open house with no leads



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Average Open Houses

- have a few signs
- advertise in the MLS only
- done with less than 3 days notice and prep
- average 3 potential buyers and no sales
- lack lead capture of good data from attendees

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New Philosophy of Open Houses

- A mega EPIC EVENT
- 10 days minimum of preparation
- 5 Marketing Platforms
- Team Environment with 2 people
- Data Collection Platform and Immediate Follow up.

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We average 18 buyers per open house, with 2 of them signing exclusive “Broker Buyer” agreements and 1 purchasing a home with us within 90 days.



It all starts with visitors



Customers



Open House Preparation

- Plan 10 days or more in advance
- Follow marketing schedule & strategy
- Pick the right time and date to hold open house
- Select the right house & know all about it
- Review the neighborhood statistics

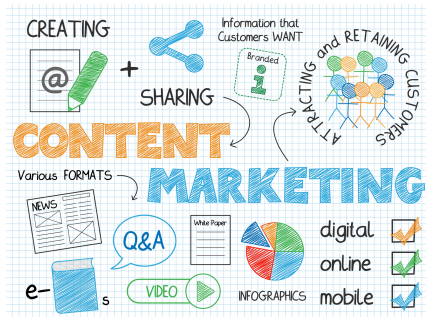


Marketing Strategy

- Create unique and vibrant flyers branded to you. Make yourself stand out!!
- Door knock 5 days prior to open house (flyers)
- Send out your open house to every buyer in your CRM and use direct marketing
- Leverage social media to promote your Open House
- Create a video about your open house
- Syndicate Open House to Portals



It all starts with visitors



Using Video to Promote

- Do a 60 second video promoting your event
- Answer why they need to attend the event
- Do on location of event if possible
- Use Facebook Live during the actual event
- Post to Social Media your videos - share



Got Views?

- Be Informative
- Be Short and Sweet
- Be Upbeat
- Be Timely
- Be Inspiring



Social Media Strategy

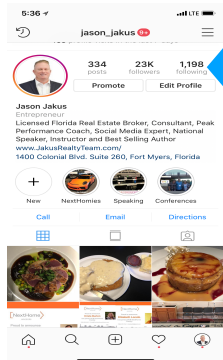
- Facebook
- Instagram
- LinkedIn
- Twitter



Its all about your REACH



Its all about your REACH



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Social Media Strategy

- Create strong content about your open house
- Create a Launch Video (60 seconds) to promote the open house
- Have everyone share your open house post
- Boost your post about the open house
 - 25 mile radius of open house address
 - Don't limit post with demographics or interest

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The Posting



The Girls - Sherri & Holly

October 25 at 2:18 PM · 🌐



🏠🔥 OPEN HOUSE 🔥🏠

SUNDAY OCTOBER 28th

1pm-3pm

🏠 = 3 bedrooms

🚿 = 2 bathrooms

🌊 = Pool

Split Floor plan!

Assessments Paid!

Great Southwest Cape Coral Location!

Call / Text / Message us at any time!

📞 Holly Carpenter

📞 Sherri Matthews

📞 TheRealEstateGirl



open
HOUSE
IMAGINE YOURSELF HERE

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The Posting



Sara E. Kyle, PLLC - Realtor

November 8 at 9:06 PM · 🌐



🌟🌟 Want a FREE Thanksgiving 🍗 Feast??? 🌟🌟

Come see me and register for a chance to win a 🎁 \$100 gift card 🍷 !!!

🏡 OPEN HOUSE: 2218 NE 23rd Pl 🌳

📅 SUN, NOV 11th @ 12pm - 2pm 🕒

A conveniently located and quality 3 bed/2 bath home where all your needs are taken care of! Enjoy the captivating 2,226 sq ft interior loaded with charm and character.

Step into a light and airy living room and dining room that are seamlessly connected, making this space perfect for relaxing and entertaining! 🍷

🍷🍷 If you love inviting friends over, the great room is an additional area for your guests to chill and hang out while the food is being served.

🍷 You'll fall in love with this home's kitchen! It has a large island, breakfast bar, wood cabinets, TWO pantries, pot rack, modern appliances, and space for a breakfast nook where you can enjoy a simple, intimate dinner or fun Sunday brunch with your loved ones.

The master bedroom is large and bright! Despite its size, it is not only quite cozy, but also elegant – the perfect private sanctuary where you can relax and enjoy the best of sleep. 🌙🌙 It also has two walk-in closets so you have a place for all your belongings. If you need more space, this home also has a den which you can easily convert into



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The Posting

? Need plans for this weekend ? Come see me :
chance to win a 🎁 \$100 gift card 🍷 !!!

💖 WATERWAYS OF NAPLES COMMUNITY 💖

🏡 OPEN HOUSE EVENT 🌳

📅🕒 SUNDAY, 10/14 @ 11am-3pm 🕒

CALL 239.777.5550 for GATE ACCESS

RARE opportunity to view EIGHT homes within the community, including this fabulous home located

🌴🌴 926 TROPICAL BAY CT 🌴🌴

Nestled within the quaint Waterways of Naples, this lovingly cared for by its original owners.

Boasting over 3000 sqft, this spacious home features a ROOF, gorgeous kitchen with all New Stainless Steel driveway, and a FABULOUS view of the pool and distance to all the amenities that the community has to offer!



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Facebook Hack

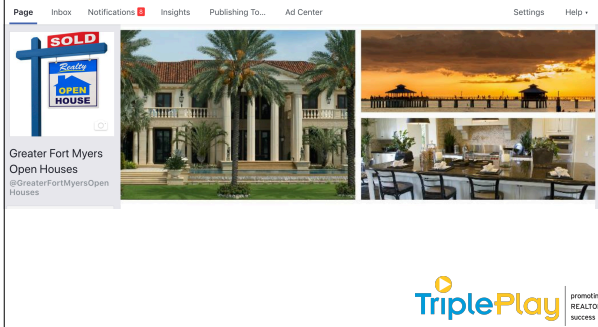
• Develop an Open House business page

- Post all of the office and personal open houses to this page
- Allow other agents to post open houses on your site (with permission)
- Promote this page everywhere you can



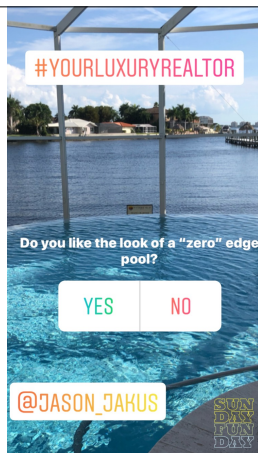
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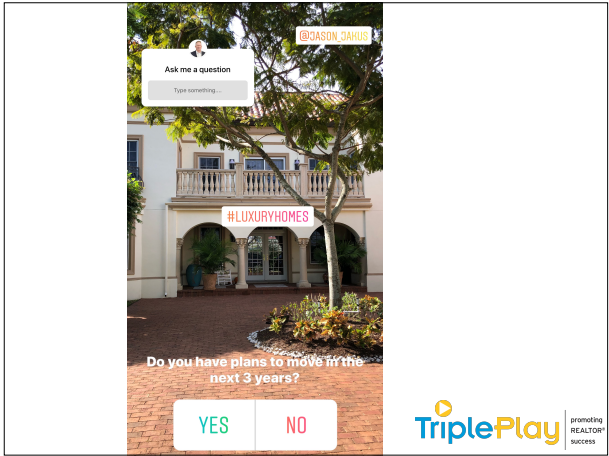
Facebook Page for Open Houses

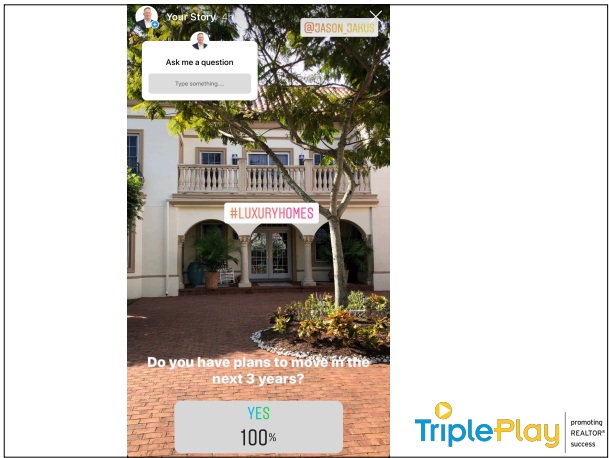


Instagram Strategy

- Post video on your Instagram story
- Use the “Poll” feature
- Use powerful #Hashtags
- What you say is critical to your audience
- Post your open house on Instagram
- Utilize hashtags to promote the open house







#openhouse #realestate #realtor #forsale
#home #househunting #property
#dreamhome #realestateagent #newhome
#homesweethome #milliondollarlisting
#homeforsale #justlisted #investment
#broker #mortgage #sold #homesforsale
#listing #house #properties #newlisting
#realty #houseforsale #realtorlife
#housing #listingagent #renovation

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Direct Marketing

- Software Option
 - Constant Contact
 - Mail Chimp
- Creating Your List
 - Buyers Agents
 - Buyers, Past Clients, Current Clients



Syndicate Open House to Portals





24 Hours Prior

- Print out all of the active listings around the Open House property (several copies)
- Contact those listing agents & get permission to show if possible
- Know the Sales Comps in the area
- Get food prepared (always have food)



Day of Marketing

- 50 -75 Directional Open House Signs
 - Each sign has a helium ballon
 - Follow Local Sign Ordinances
- 2 Large Open House Flags in yard
- Red Carpet Runner
- Balloons on Mailbox (by street)
- Larger Open Sign in front yard



First Impressions GOLD!

- Welcome each and every person
- Ask if they would like more information about the home
- Introduce yourself and offer to show home
- Ask each person if they are working with a REALTOR® at the end of tour
-



The Welcome

- Be sincere and genuine
- Don't have "sales breath"
- Shake hands and place business card in their hand
- Ask them what brings them in today
- Listen 80% / Talk 20% with questions
- Show other homes available in the area



5 Ways to Get Good Info

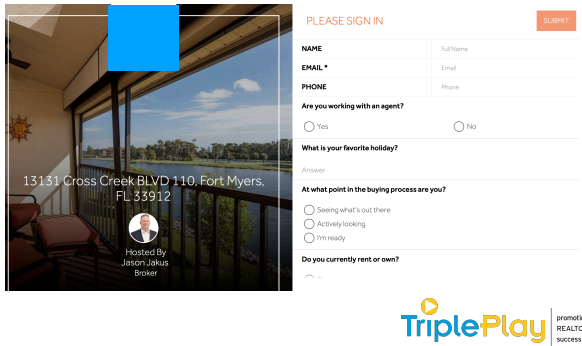


1. Digital Flyer Method

- Ask if they want to get more information on the home
- Have them fill out information online
- Get mobile & Text or PDF from your phone



2. Electronic Registration



13131 Cross Creek BLVD 110, Fort Myers, FL 33912

Hosted By
Jason Jakus
Broker

PLEASE SIGN IN

SUBMIT

NAME Full Name

EMAIL * Email

PHONE Phone

Are you working with an agent?

☐ Yes ☐ No

What is your favorite holiday?

Answer

At what point in the buying process are you?

☐ Seeing what's out there
☐ Actively looking
☐ I'm ready

Do you currently rent or own?

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3. For Your Security



4. For Insurance Purposes



5. Provide the Highest Value



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Strategies to Obtain Guest Info

- Connect with the guest
- Don't oversell yourself or the home
- Is it company policy?
- Comprehensive Package About the Home!
- Offer to register them on your MLS portal or your website.

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3 Ways to Get Listings



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Door Knock Neighborhood



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Hi, I am Jason Jakus, REALTOR® with ABC Realty, I wanted to drop by and let you know about our open house event happening on Saturday April 8th down the street at 1400 Colonial Blvd. from 1 - 4PM. I just want to let you know about the event and invite you to stop by and see if you knew of anyone that was interested in moving into our neighborhood.

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Nosey Neighbors? Are They?



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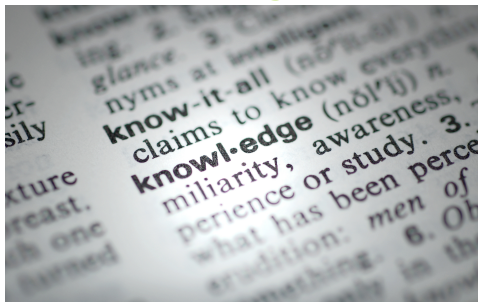
Follow up with neighbors



4 Critical Mistakes



Lack Knowledge of Home



Fail to Market Open House



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Fail to make a personal connection



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The Fortune is in the Follow Up



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QUESTIONS?



Jason M. Jakus

CRB, CRS, GRI, ePro

Instructor, National Speaker, Florida Real
Estate Broker & Best Selling Author

<http://www.slideshare.net/JJakus>

<http://www.linkedin.com/in/jasonjakus>

@JasonJakus on Twitter

www.JasonJakus.com

IG: Jason_Jakus

239-931-9779

