

CONVERTING AN OPEN HOUSE INTO A CLOSED TRANSACTION 2 HOURS OF C.E.

For the professionals attending Triple Play 2019

December 9th, 2019

With Joe Meyer



I. PROPER PREPARATION

- a. Not all listings are candidates for a public open house.
- b. Will the owners be cooperative to all of your open house needs?
- c. Does the home show well and is it priced competitively?
- d. Does the neighborhood show well?
- e. Are there other active listings in the neighborhood? This can be either detrimental or a plus.

II. SAFETY PRECAUTIONS FOR YOU AND THE HOMEOWNERS

- a. Create a safety checklist for the owners. Have them acknowledge and sign a week ahead of scheduled open house. To include:
- b. Make sure all walking areas are clear of things that could be a tripping/falling hazard.
- c. Remove/hide any money, jewelry, other valuables and both prescription and over the counter drugs.
- d. Have three sets of eyes if possible. You, the agent, a loan officer and a greeter.
- e. Check your cell phone strength prior to the open house.
- f. Keep all doors unlocked until the end of the open house.
- g. Call to someone; family or co-worker every hour for a safety check in.
- h. Always follow all visitors into rooms. NEVER enter rooms ahead of them.
- i. Check all rooms/closets at the end of each open house with someone.

III. CAN AN OPEN HOUSE BE A FUTURE LISTING LEAD GENERATOR?

- a. For sale by owners. Inviting them to see how you conduct business and possibly for them to purchase upon the successful sale of their home.
- b. Recent expired listings. For the same reason as inviting the for sale by owners.
- c. Door knocking in the immediate neighborhood. Let neighbors know you will be working in their area and invite them to your open house. They might know potential buyers and perhaps be a future potential listing.
- d. Local businesses (place flyers with the proprietor's permission.)

IV. Work with fellow agents and develop a multi open house strategy.

- a. Focus on a particular neighborhood and saturate it with your open house signs.
- b. Focus on a particular price range.
- c. Have maps/flyers on all other similar company listings.
- d. Prospect for listings that you are focusing on prior to open house weekend.

V. Technology invitations

- a. Tech invitations – as many real estate websites as possible including social media
- b. Twitter, Instagram, etc.
- c. Create a Facebook open house “event” well ahead of time
- d. Utilizing video to promote your open house.

VI. Additional Non Tech promotion

- a. All previous open house attendees in this price range.
- b. All of Realtors® who had previously shown this house.
- c. Notifying the neighbors
- d. Flyers in local business establishments (with their permission)
- e. Multiple signs (sign in front of house five days in advance with special rider announcing open house Sunday 1-4 p.m.)
- f. Fsbos and Expired listings you are working with.

VII. Resolving the problem of the sign-in sheet.

- a. Many open house visitors wanting anonymity give false contact information.
- b. With safety and security being of such concern today, you must know everyone who will be entering the open house.
- c. Check photo I.D. make a photo copy.
- d. Also, visitors willing give proper contact information if there is something in it for them; i.e. a raffle of something of value.
- e. Having a raffle "Enter to win" questionnaire. *** State Law
- f. Be the first to know questionnaire.



I value my open house visitors and that is why I invite you to join my “Be the First to Know club”.

Let us know a little about your home search and you will be amongst the first to know about any new listings that meet your requirements. Just fill in the blanks below.

- Name _____
- Phone #'s Home _____ cell _____
- Email address _____
- Do you currently own or rent? own ___ rent ___
- If you own, is your home sold ___ on the market ___ Not yet on the market _____.
- If you rent, do you have a lease? _____ yes _____ no
- How long have you been searching for a home? _____ months.
- Have you been pre-approved for a mortgage from a certified lender yet?
Yes ___ No _____
- Would you like a no cost, no obligation, pre-approval for a mortgage by a qualified lending institution? _____

VIII. MAKING YOUR OPEN HOUSE A TRUE EVENT!

- a. Here's to your Health!
- b. Gardening – Flowers...Veggies...Fruits
- c. Baseball – The great American pastime

IX. Gifts Bags

- a. Flyer featuring highlights of home w/your contact info.
- b. Your business card(s)
- c. Things you should never do when applying for a mortgage. Loan officer contact info.
- d. Why do you need title insurance?
- e. Why Joe Meyer makes a difference.
- f. Fun items related to the theme.

X. OTHER POSSIBLE THEMES

- a. Back to school
- b. Beach time
- c. Boating
- d. Football
- e. Backyard Fun
- f. Golfing
- g. Any Holiday

ADDITIONAL NOTES

Joe Meyer Presentations, Inc.

www.joemeyer.com

joe@joemeyer.com

1-888-214-9566

**OPEN
HOUSE**



**MAKE YOUR NEXT OPEN HOUSE
A SELL-A-BRATION**