

KICK ASS OPEN HOUSE

Don't Waste Your Opportunity!

1. FIND A GOOD EXP OPEN

- New to the market (in the first 2 weeks)
- Price reduced that week
- Tyler Miller Team Listing
- In preferred locations (10 minutes from your preferred city)
- Worst case scenario – great exposure (busy roads)

2. HAVE THE LISTING COORDINATOR SCHEDULE OPEN HOUSE (4-5 DAYS BEFORE)

- Once booked – make a video post on social media about open and giveaway (could pay \$10-\$20 to have it boosted if you want - see marketing specialist)
- Find a business partner to join you (if open is busy, they can keep people occupied until you can chat with them. If open is slow, you can work on that relationship to get more business. Also good for safety)

3. GATHER OPEN MATERIALS (2-3 DAYS BEFORE)

- Laptop/tablet (For Home Value Site)
- Giveaway or sign-in sheet
- Pens/Business Cards/Brochures
- Check out Pre-Market Network Poster Board & Grab Your QR Code
- Print out neighborhood competition
- Adequate amount of open house signs (10)

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Pt. 2

4. PUT OUT SIGNS (DAY OF)

- 2-3 signs on the main road(s) near open (one in right turn lane and on the same side corner for opposite traffic turn lane)
- At LEAST 1 sign per turn leading to the open
- 1-2 signs in the front yard of the open
- If applicable – hang open house flags from tree to sale sign, garage light to garage light, sign to stair banister

5. ARRIVE AT LEAST 30-60 MINUTES EARLY (DAY OF)

- Do not put out any signs in the yard until open house begins
- Turn on all lights (interior & exterior)
- Put out giveaway/sign-in sheets, personal brochures and laptop/tablet with your website home valuation page pulled up
- DO NOT put out any flyers, leave them in the drawer if you made them for last-ditch effort
- Shoot and post a “live” open house video prior to the open starting encouraging people to stop by and visit



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Pt. 3

TIPS:

- Your main goal is to find the next lead – not sell the house (selling the house is great too)
- All conversations should be leading toward setting an appointment
- Leave flyers in the drawer so people must come to you for info
- Always be sure to mention the exclusive NSA pre-market network, giveaway & home valuation site to everyone
- Ask everyone how they found the open so we know what is working
- If doing a “drawing” be sure to advertise that early in the week and at the open with nice-looking marketing material and/or basket
- No matter what – ensure everyone gets a personal brochure
- Greet everyone at the door, shake their hand and introduce yourself
- Ask everyone what they're looking for, take good notes and then ask for their email to set them up on a home search/set them up in NSA network
- Follow up with all open house leads later that day via text/email thanking them for coming. Follow up on Monday/Tuesday with a phone call. Keep dripping on them after that

