

HOW TO  
HOST A  
SUCCESSFUL

OPEN  
HOUSE



# SARAH CHURCH



CELL – 319.215.5983  
INSTAGRAM: HEYSARAHCHURCH  
SARAH@HEYSARAHCHURCH.CO  
M

PHT | EXP

# WHY OPEN HOUSES?

Hosting an open house is a FREE way to get buyers walking up to you. Every other lead source requires you to approach the lead and costs money. This also gives your listings exposure, while meeting future clients face to face first, which is the strongest way to build a relationship and trust right off the bat.

## BE THE EXPERT

- How you dress matters SO much. Our industry is going to the jeans and a polo look. Would you be excited to trust someone with the biggest purchase of your life if they don't take pride in their work and are wearing jeans and a ball cap? People want to work with successful people, and successful people dress well.
- Research the comps in the area you are doing an open house in. Even if you are not an expert in that area, you can sound like one. Know what is for sale in that area similar to the property you are hosting the open house.
- Memorize the most common asked questions about the house so you don't have to say "ummm let me check" or "I am not sure hold on"
- Memorize a short script on why someone should work with you. Nobody is ever going to say "Should you be my agent?" So you need to be ready to sell yourself to someone without having to think of what to say.





# HOW TO PREPARE

- GET THERE EARLY SO YOU ARE NOT RUSHED
- PRINT OUT A COPY OF THE SELLER'S DISCLOSURE/ TISH REPORT (IF APPLICABLE)
- PRINT OUT A MLS FACT SHEET ON THAT HOUSE FOR YOUR REFERENCE
- PUT OUT SIGNS (AT LEAST 8/10)
- ADVERTISE THE OPEN HOUSE ON THE MLS/ SOCIAL MEDIA PLATFORMS THAT YOU USE
- LIGHT A CANDLE IN THE HOME
- PLAY MUSIC ON A LOW VOLUME
- OPEN ALL THE BLINDS AND TURN ALL THE LIGHTS ON
- PUT BUSINESS CARDS ON THE COUNTER NEXT TO YOUR SIGN IN SHEET/TABLET
- USE OPEN HOME PRO AS A SIGN IN TOOL

# QUESTIONS TO BE ABLE TO SPEAK TO

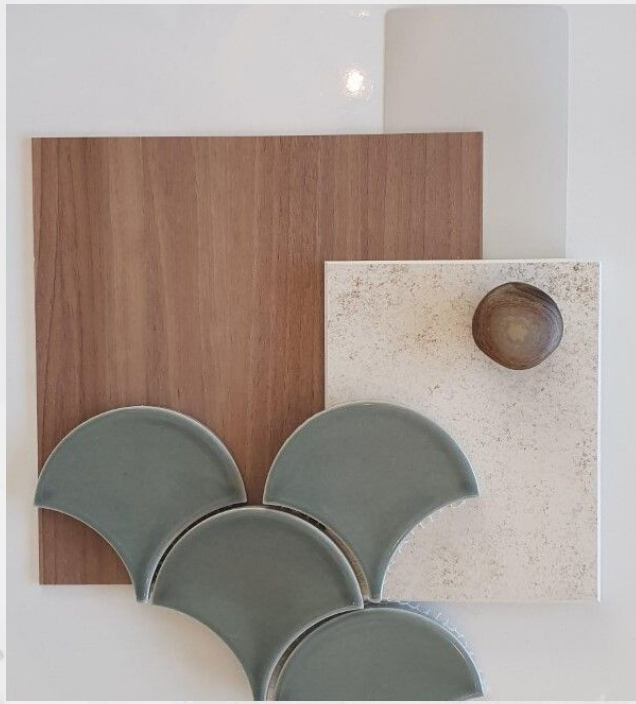
- PRICE (IF/WHEN THERE WAS A PRICE REDUCTION AND HOW MUCH)
- TAXES
- BEDROOM COUNT/BATHROOM COUNT/GARAGE COUNT
- SQUARE FOOTAGE
- WHAT YEAR IT WAS BUILT
- WHAT HAS THE SELLER DONE SINCE OWNING THE HOUSE
- WHY ARE THEY SELLING
- AGE OF THE MECHANICALS
- WHAT ARE THE SPECIFIC SCHOOLS
- AGE OF THE ROOF
- DAYS ON MARKET
- AVERAGE DOM FOR THIS PRICE POINT/AREA
- SIZE AND FEATURES OF THE LOT



# SCRIPTS TO MASTER

- ARE YOU JUST GETTING STARTED WITH YOUR SEARCH OR HAVE YOU BEEN LOOKING FOR A WHILE?
- ARE YOU CHECKING OUT OTHER HOUSES TODAY?
- IS THIS A PRICE POINT YOU FEEL COMFORTABLE IN?
- DO YOU HAVE A LENDER YOU ARE WORKING WITH?
- TELL ME ABOUT WHAT MADE YOU STOP BY TODAY
- DO YOU HAVE AN AGENT THAT IS WORKING FOR YOU?
- IF THE RIGHT HOUSE CAME ON THE MARKET TODAY WOULD YOU BE READY TO MOVE?
- WHAT ARE YOU LOOKING FOR IN AN AGENT?





# PAIN POINTS

- EVERY BUYER HAS WHAT IS CALLED A "PAIN POINT" OR "HOT BUTTON" EVEN IF THEY DON'T REALIZE THEY HAVE ONE, THEY ALWAYS DO. THIS IS SOMETHING THAT IS DIRECTLY INFLUENCING THEIR DECISION ON WHAT TO PURCHASE AND IT IS YOUR JOB TO FIGURE OUT WHAT THEIRS IS BECAUSE THEY LIKELY WILL NOT TELL YOU. HAVE YOU EVER HEARD THE TERM "BUYERS ARE LIARS?" A LOT OF AGENTS USE THIS PHRASE. I DON'T REALLY BELIEVE IN IT. THEY ARE NOT LYING TO US INTENTIONALLY, I BELIEVE THAT WE ARE JUST NOT ASKING THE RIGHT QUESTIONS
- REALLY ASK THE QUESTION, WHY? IF THEY TELL YOU THEY WANT A LARGE YARD, ASK WHY? THIS WILL NOT ONLY HELP YOU BUILD RAPPORT WITH THE CLIENT BUT ALSO TO BETTER IDENTIFY WHAT YARDS WILL WORK BEST FOR THE EXACT PURPOSE THEY INTEND ON USING IT FOR.
- "TELL ME MORE" IS A GREAT PHRASE, USE IT AS MUCH AS YOU CAN.

# MY SETUP







## HOW TO STAND OUT

- ( ) Open the door for people and greet them with a smile
- ( ) Tell them you are glad they stopped by and welcome them inside
- ( ) Don't follow them around, let them browse on their own
- ( ) Point out one key selling point of the property
- ( ) Ask one or two questions, but don't start interrogating them
- ( ) Have a lender do the open house with you
- ( ) Be conversational, people want to be served not sold
- ( ) Determine what DISC personality you are dealing with ASAP
- ( ) Sweep the sidewalk in the summer
- ( ) Shovel the sidewalk in the winter
- ( ) NEVER BE AFRAID TO ASK FOR THE SALE

# WHAT TYPE OF PERSONALITY ARE YOU SELLING TO?

1

## D BUYERS (DOMINANT)

QUICK DECISION MAKERS

STRONG PERSONALITIES

THEY DON'T LIKE TO BE CORRECTED

DON'T OVER COMMUNICATE, BE SHORT  
AND TO THE POINT.

BUILDING A RELATIONSHIP IS LESS  
IMPORTANT WITH THEM

USUALLY MORE OF A RISKY BUYER

3

## S BUYERS (STEADINESS)

SO TURNED OFF BY A SALES PERSON

TAKE A WHILE TO MAKE A DECISION

VERY CALM AND COLLECTED

HAS STRONG OPINIONS BUT DOES NOT  
EXPRESS THEM

RISK AND NEW IDEAS MAKE THEM NERVOUS

EASY TO HAVE CONTROL OVER

2

## I BUYERS (INFLUENCE)

TAKE A WHILE TO MAKE A DECISION

THEY WILL TALK A LOT (OVER SHARE)

EASILY EXCITED AND ANIMATED

MISSES IMPORTANT DETAILS

BUILDING A RELATIONSHIP IS KEY

CALL THEM FOR WEEKLY CHECK-INS

REMEMBER SPECIFIC THINGS ABOUT THEM

4

## C BUYERS (CORRECTNESS)

CAUTIOUS AND QUIET

ANALYTICAL

SLOW DECISION MAKER

THEY ARE VERY PREPARED

THEY WILL HAVE A LOT OF QUESTIONS

YOUR EXPERTISE IS MORE IMPORTANT TO  
THEM THAN YOUR PERSONALITY

NOT SURE WHAT YOUR DISC PROFILE IS?

FREE TEST HERE: [WWW.TRUITY.COM](http://WWW.TRUITY.COM)



# WHAT DO FOLLOW UPS LOOK LIKE?(PER SITUATION)

## **Same day follow up:**

Same day follow ups are so important because most agents are not doing them. This shows you truly were excited to meet the individual and also that you are diligent with your communication.

Hello! It was great to meet you today at 123 Main Street. Based on what you told me today I have a great idea of what you are searching for & we will be in touch this week. I look forward to working with you in the future.

## **One week follow up:**

Reaching back out one week later feels a lot sooner to you than it does to them. This again shows that you are diligent with communication and are organized. This message will vary a lot depending on if/how they responded to your message the same day you met them

## **1 month follow up:**

After 2 touches, this is where most agents drop the ball. They don't keep a reoccurring event in their calendar and forget to keep in touch. So when the average is 18 touches, most agents are stopping after 2. This is crucial to your success with open houses, it has to be more than just hosting the actual open house.

## **Bi-weekly / monthly follow up:**

Bi-weekly and monthly follow ups are going to be where you see the biggest influx in your business. This is because this is normally where other agents would be getting your sale from the lack of following up.

# CLOSING THE BUYER SUCCESSFULLY

After you have done everything you can think of to impress and capture a buyer lead, how do you successfully close this buyer?

"I am so glad you stopped by today. It was a pleasure to meet you. I am very much looking forward to working for you"

The words you use will directly impact how each of these personalities perceives you. Choose your words wisely!

SUNDAY'S  
ARE GOLD  
MONDAY'S  
ARE OLD



# SETTING THE EXPECTATION WITH THE ASSUMPTIVE CLOSE

WHEN SPEAKING TO A FUTURE CLIENT, SETTING THE EXPECTATION IS VERY IMPORTANT. AGENTS SELDOM REMEMBER TO TELL THE CLIENT WHAT IS COMING NEXT OR WHAT TO EXPECT BECAUSE WE ARE SO FAMILIAR WITH THE EXPERIENCE OURSELVES.



TELL THEM THAT YOU WILL BE FOLLOWING UP LATER TODAY. YOU WILL BE SEARCHING FOR HOMES BASED ON WHAT THEY TOLD YOU. THAT THEY WILL NEED TO SPEAK TO A LENDER SOON. AND SAYING THINGS LIKE "WHEN WE FIND THE RIGHT HOUSE" AND "I AM LOOKING FORWARD TO WORKING HARD FOR YOU"

# THE COMING WEEKS



## FOLLOWING UP

IF I HAD TO IDENTIFY ONE THING THAT SALES PEOPLE DO POORLY, IT IS FOLLOWING UP. THAT IS WHY THERE IS AN ENTIRE JOB DEDICATED TO DOING JUST THAT FOR AGENTS (ISA). I DID THIS JOB FOR 3 1/2 YEARS. I BELIEVE THIS IS WHAT HAS MADE ME SUCH A DIE HARD FAN OF FOLLOWING UP. I SAW FIRSTHAND HOW MANY AGENTS LOST DEALS DUE TO THE SIMPLICITY OF JUST NOT FOLLOWING UP ENOUGH. THEY KNOW THEY SHOULD DO IT, AND YET THEY DON'T AND IT COSTS THEM MONEY. WHY? THEY JUST DON'T KNOW HOW TO DO IT WELL.

## VALUE ADD

-FOLLOW UP THE SAME DAY YOU MEET THEM

-HOW CAN I SERVE YOU?

-DOES THIS FEEL LIKE THE RIGHT TIME?

-WHAT QUESTIONS DO YOU HAVE?

-WHAT CAN I CLARIFY FOR YOU?

-I DON'T WANT TO DROP THE BALL

-WHAT HAS CHANGED SINCE OR LAST CONVERSATION?

## EVERY OTHER AGENT

-FOLLOW UP IN A FEW DAYS

-HOW CAN I HELP YOU?

-HOW SOON ARE YOU WANTING TO MOVE?

-DO YOU HAVE ANY QUESTIONS?

-SIGN THIS BUYER REP AGREEMENT

-ARE YOU STILL LOOKING TO BUY?

"PEOPLE WILL  
OFTEN  
FORGET WHAT  
YOU SAY, BUT  
THEY WILL  
NEVER  
FORGET HOW  
YOU MADE  
THEM FEEL"

-MAYA  
ANGELO

This is a quote that it took me a long time to really understand. It is so important in our roll to sit back sometimes and be someone that people want to "do life" with. Residential real estate is a very emotional business. At the end of the day, we need to remember that our clients are human, and sometimes they just need us to listen and to be a present part of this chapter.

## CONSISTENCY OVER TIME

CONSISTENCY OVER TIME WILL BE THE BIGGEST KEY TO SUCCESS FOR YOU. THIS IS NOT A QUICK SUCCESS. IT TAKES PRACTICE, LEARNING FROM MISTAKES, AND EXPERIENCE DEALING WITH DIFFERENT PERSONALITIES.

## HOW MANY AVERAGE CONTACTS TO CLOSE?

THE AVERAGE AGENT HAS TO HAVE 18 CONVERSATIONS/CONTACTS WITH ONE PERSON BEFORE CLOSING THEM. THAT IS A LOT. IF THEY DON'T ANSWER YOUR PHONE CALL OR TEXT 3 WEEKS IN A ROW, YOU STILL BETTER BE SENDING IT IN WEEK 4.

- YOU THINK ABOUT THEM WAY MORE THAN THEY THINK ABOUT YOU

-KNOW WHENM TO STOP SELLING YOURSELF.

-ASK YOURSELF, "WHAT CAN I TELL THEM THAT THEY CAN'T FIND ON ZILLOW?"