



*Skills to Spark a Great Career*



## Lead Generation

### **SESSION 7**

## Capture Leads With Open Houses





# Today's Agenda



**Real Estate  
Expert**



**Lead  
Generation**



**Lead  
Follow-up**



**Transaction**

Notes:

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# Open Houses

Why hold open houses? What's their purpose?

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Nothing else about your business will have as big an impact on it as the number of leads you have.

**Gary Keller**  
*The Millionaire Real Estate Agent*

Notice: Before engaging in in-person activities, consult your jurisdiction's rules regarding Covid precautions. Contact your local Realtor association for best practices.

Any reasons to not hold an open house?

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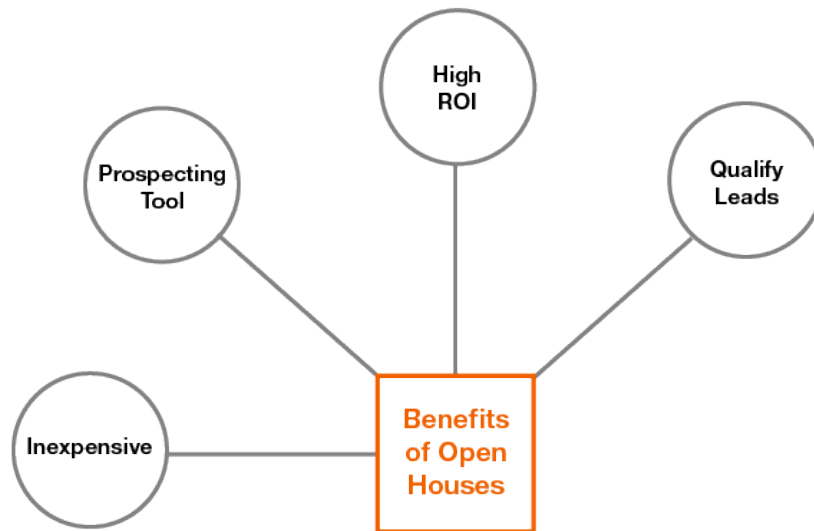
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Who benefits from open houses?

1. Sellers
2. Buyers
3. Neighbors
4. You, the agent
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# The Benefits of Open Houses



Notes:

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 **Aha's**

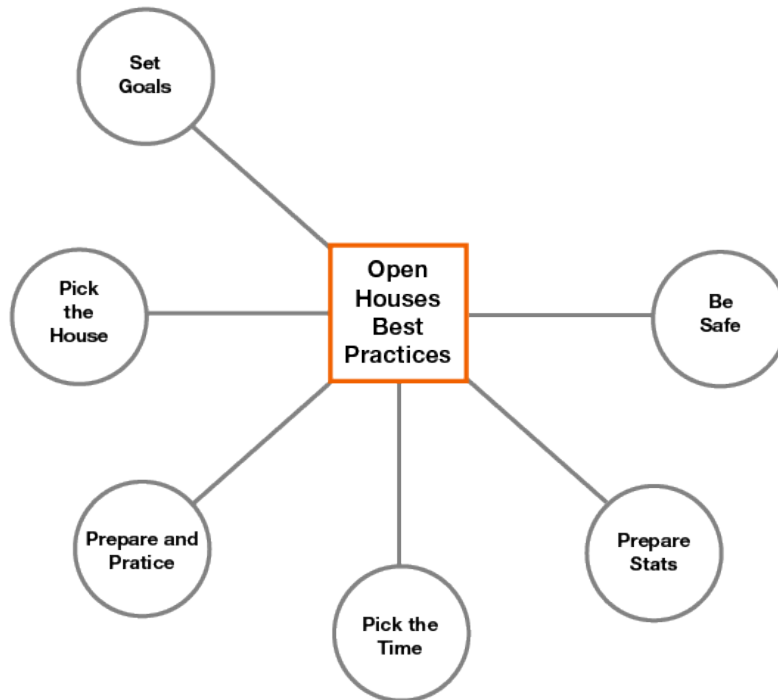
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# Open Houses Best Practices



Notes:



# Open House Safety

Use the buddy system



Charge your cell phone



Arrive early



Turn on all the lights

Park on the street



Check your local Covid guidelines



Check all entrances and exits



Follow Market Center guidelines and checklists for Open Houses



**Aha's**

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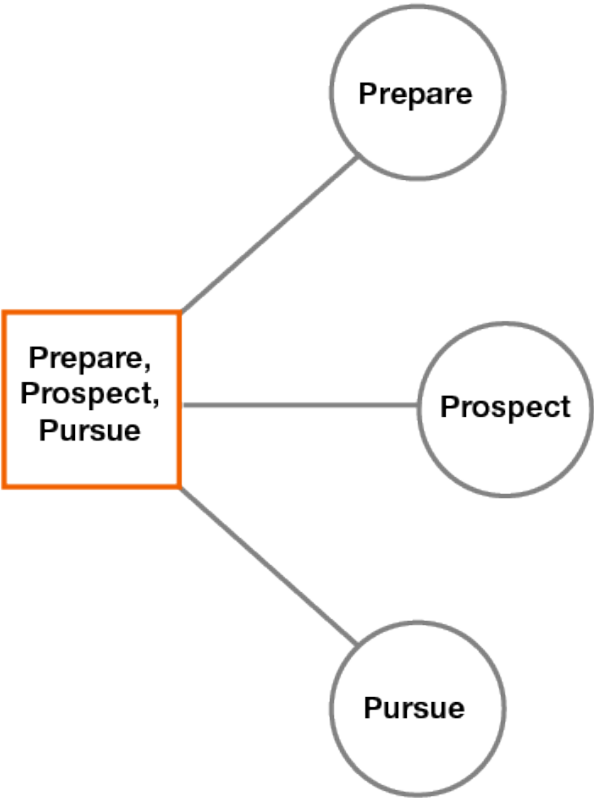
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# Prepare, Prospect, Pursue



The difference between “big” and “really big” is how you manage your time and focus.

**Gary Keller**  
*The Millionaire Real Estate Agent*

Notes:

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## 1. Prepare

Notes:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.





# Preparing for an Open House

## *Up to three days before the open house*

- ☐ Set your open house goal
- ☐ Research local and state/province health precautions and requirements, such as those regarding Covid-19
- ☐ Confirm date/time of open house with listing agent
- ☐ Print a map of the neighborhood surrounding the open house (5 mile radius)
- ☐ Order 10 helium balloons for open house signs (if applicable)
- ☐ Print 100 flyers (include map)
- ☐ Get 1 yard sign with rider and put sign in yard
- ☐ Get 10 directional signs with riders
- ☐ Research sign-placement regulations (HOA, city, county, etc.)
- ☐ Mark on a map where you'll place signs
- ☐ Compile information on "alternative" properties. Print 5 copies of each
  - 2-3 properties in a lower price range
  - 2-3 properties in a higher price range
  - 1-2 properties with one more bedroom
  - 1 condominium
- ☐ Advertise the open house on social media. Post at least each day for the week leading up to the open house
- ☐ Generate a call list of 100 neighbors. Call in groups to invite them to the open house; leave a flyer at each door
- ☐ Role-play and practice conversations
- ☐ Make calls to invite your database to the open house
- ☐ Door-knock in the neighborhood to invite residents. Leave a flier if no one responds.
- ☐ Print two blank contracts (just in case you meet a motivated buyer)
- ☐ Prepare and know your personal stats, your Market Center stats and neighborhood stats
- ☐ Put together a home book to display at the open house or create a custom landing page in Command
  - Property photos
  - Details of property
  - Tax information
  - Survey a lot
  - Floor plans
  - School information
  - Community Information



# Preparing for an Open House

## *The day before the open house*

- ☐ Advertise the open house on social media. Post at least each day for the week leading up to the open house
- ☐ Place directional signs on key corners. Add balloons to signs if ordered
- Continue to door-knock in the neighborhood to invite residents. Leave a flier if no one responds
- ☐ Role-play and practice conversations
- ☐ Print contact tracing forms and/or Covid-19 release forms if required
- ☐ Review floor plan and decide where you'll set up your desk and your PPE station
- ☐ Test your custom landing page to make sure it is set up to record lead information or prepare your paper/pen registration method
- ☐ Assemble your showing kit:
  - Surface sanitizing wipes
  - Disposable face masks
  - Hand sanitizer
  - Phone Charger
  - Disposable shoe covers
  - Bottled water
  - Notepads
  - Flashlight
  - Toilet paper
  - Extra Business cards
  - Level
  - Pens
  - Paper towels
  - Trash bags
  - Measuring tape
  - Tissues

## *The day of the open house*

- ☐ Call and remind people about the open house
- ☐ Assess all entrances and exits upon arrival and make an exit/entrance plan for safety
- ☐ Role-play and practice conversations
- ☐ Set up your designated PPE area for the open house
- ☐ Bring work to stay productive during down time (e.g. blank note cards, phone, your database)
- ☐ Post 1 copy of your open house protocol outside the residence
- ☐ Arrive early and prepare the home:
  - Open all shades and drapes
  - Open windows (if weather permits)
  - Turn on all lights
  - Open interior and closet doors
  - Wipe counters, sinks, and surfaces that guests might touch
  - Ensure valuables, breakables, and prescriptions are safely hidden

Notes:

[illegible]



### 3. Pursue

Notes:

[illegible]



# Plan an Open House



Make a plan and set goals for a future open house.

1. What date and time do you think would be the best to host an open house in your market?

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2. What is the price range of the home you intend to show?

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3. How many visitors would you like the open house to generate?

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4. How many leads do you plan to capture with your open house?

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5. How many appointments do you plan to set as a result of your open house?

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## Aha's

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# Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?

How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?



# Daily Success System

















## Success Activities

These are suggested activities for the second half of your session.



### DAILY SUCCESS SYSTEM

|                          |                                |
|--------------------------|--------------------------------|
| <input type="checkbox"/> | ___ of 10 CONVERSATIONS        |
| <input type="checkbox"/> | ___ of 10 CONTACTS ADDED       |
| <input type="checkbox"/> | ___ of 10 HANDWRITTEN NOTES    |
| <input type="checkbox"/> | 10-5-1 SOCIAL MEDIA ENGAGEMENT |
| <input type="checkbox"/> | ENRICHMENTS                    |
| <input type="checkbox"/> | APPOINTMENTS                   |
| <input type="checkbox"/> | AGREEMENTS                     |
| <input type="checkbox"/> | CLOSINGS                       |

|    |  |   |   |   |   |
|----|--|---|---|---|---|
| 10 |  |  |  |  |  |
|    |  |  |  |  |  |
| 5  |  |  |  |  |  |
| 1  |  | Social Media Engagement   |   |   |   |

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.



# Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

- 1. Call for 20 minutes and make contact with as many people as possible.
- 2. Ask for business, that is, an appointment, if it's a strong lead.
- 3. Ask for referrals from each contact.
- 4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

| Name | # | Email | Notes |
|------|---|-------|-------|
|      |   |       |       |
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