



MOST PRODUCTIVE OPEN HOUSE

1 TO 4 DAYS BEFORE OPEN HOUSE

PREVIEW OTHER HOMES IN THE SUBDIVISION THAT ARE CURRENTLY ON THE MARKET. KNOW THE SURROUNDING INVENTORY!

CONTACT A MINIMUM OF 25 BY DOOR KNOCKING AND 200 NEIGHBORS BY PHONE INFORMING THEM OF THE OPEN HOUSE...THIS IS VITAL TO THE SUCCESS OF YOUR OPEN HOUSE! GET PHONE FARM FROM A TITLE REP. JULIE CIMORELLI WITH FIDELITY IS GREAT! 702-303-0883.

CREATE FLYERS TO AND PASS OUT AROUND NEIGHBORHOOD, MAIL &/OR HAND OUT DURING OPEN HOUSE. JULIE WITH FIDELITY IS HAPPY TO HELP WITH THOSE TOO!

MAKE YOURSELF AWARE OF RULES FOR HENDERSON (# OF SIGNS IN PUBLIC AREAS, NOT ON SIDEWALKS OR MEDIANS, POST ADDRESS ON SIGN WITH A SMALL STICKY TAPED TO BOTTOM OF THE SIGN. THEY WILL TAKE YOUR SIGNS!)

VISIT 3 NEW HOME COMMUNITIES NEARBY...GET THE PRICING, FLOORPLANS AND AVAILABILITY.

DAY OF OR RIGHT BEFORE OPEN HOUSE

DRIVE BY AND FIGURE OUT WHERE YOU'RE GOING TO PUT YOUR SIGNS. MIN 4 TO 10 SIGNS. SANDBAGS IF WINDY. IT WOULD BE GOOD TO TIE BALLOONS OR FLAGS TO SOME SIGNS CLOSE TO HOUSE AND/OR ON SIGN AT HOUSE-MORE INVITING.

HAVE INFO ON NEIGHBORHOOD COMPS. EVERYTHING AVAILABLE IN NEIGHBORING SUBDIVISIONS AND INFO ON 3 NEW HOME COMMUNITIES. BASICALLY KNOW THE AREA! HAVE OTHER OPTIONS FOR BUYERS TO LOOK AT-ADD VALUE TO YOURSELF. DON'T JUST SHOW THIS HOUSE-YOU'VE GOT 1000'S!

AT OPEN HOUSE

HAVE A YELLOW PAD FOR PROSPECTS TO SIGN IN (OR THE NICELY PUT TOGETHER PACKAGE FROM FIDELITY). PUT 3 FICTITIOUS NAMES ON IT (MAKE THE HANDWRITING LOOK DIFFERENT!)....PEOPLE FEEL MORE COMFORTABLE NOT BEING THE FIRST ONE ON THE LIST. LIST SHOULD REQUIRE 1ST AND LAST NAME, PHONE NUMBER AND EMAIL ADDRESS.

HAVE BUSINESS CARDS

HAVE 5-7 NET SHEETS/OFFERS AND A CALCULATOR (BE READY TO WRITE AN OFFER!)

MAKE SURE A LENDER KNOWS THAT YOU ARE DOING AN OPEN HOUSE AND THAT YOU MAY NEED THE AVAILABLE TO TALK TO PROSPECTIVE BUYERS AND DO PRE-QUALS.

PREPARE HOUSE (OPEN SHADES, SOFT MUSIC, TURN LIGHTS ON)

EVERY 1.5 HOURS GO BY TO VERIFY SIGNS ARE STILL UP

LEAD GENERATE AND FOLLOW UP FROM YOUR CELL PHONE! AN OPEN HOUSE SHOULD BE SET UP FOR YOU TO DO WORK FROM! DON'T JUST SIT THERE!!! GET SOME OTHER "STUFF" DONE TOO!!!

PRACTICE SCRIPTS/QUESTIONS BELOW AND INTERNALIZE!

OPEN HOUSE SCRIPT/QUESTIONS

WILL YOU PLEASE SIGN THE IN SO I CAN WALK YOU THROUGH THE HOUSE?

WHERE DO YOU CURRENTLY LIVE?

IS THIS THE AREA YOU ARE CONSIDERING RELOCATING TO? (IF NO THEN THEY MAY BE A NEIGHBOR LOOKING TO SELL!)

WHERE DO YOU CURRENTLY LIVE NOW?

DO YOU CURRENTLY OWN YOUR OWN HOME? WHEN IS YOUR LEASE UP?

DO YOU NEED TO SELL YOUR EXISTING HOME TO PURCHASE ANOTHER?

HOW SOON WOULD YOU LIKE TO BE IN A HOME?

WHAT PRICE RANGE ARE YOU WORKING IN?

HAVE YOU SEEN ANYTHING YOU'VE LIKED?

I KNOW OF SEVERAL TERRIFIC HOMES IN THAT PRICE RANGE & AREA WHAT'S THE BEST TIME FOR YOU TO LOOK

WEEKENDS OR WEEKDAYS? CLOSE FOR THE OFFICE APPOINTMENT! MENTION THE LIST OF HOMES THAT AREN'T EVEN ON THE MARKET! (PRE-LISTS)

IF HOSTILE/REFUSES TO SIGN IN

ASK "WHY NOT???"

GO TO ABOVE SCRIPTS..... ASK QUESTIONS, BUILD RAPPOROT.

PLACEMENT OF SIGNS

YOU SHOULD HAVE A MINIMUM OF 10 SIGNS

SIGNS PLACED ON CORNERS, SHOULD HAVE THE DIRECTIONAL ARROW FACING THE CORRECT DIRECTION TO HOUSE.

PLACE SIGNS ON HIGH TRAFFIC CORNERS, IN SUBDIVISION & IN FRONT OF OPEN HOUSE.

IF HOLDING AN OPEN HOUSE IN HENDERSON, **BE SURE YOU KNOW THE RULES!!**

MAKE A DIAGRAM OF PLACEMENT OF SIGNS SO WHEN YOU COLLECT THEM AT THE END OF THE DAY, YOU WILL BE SURE TO COLLECT THEM ALL!

AFTER THE OPEN HOUSE

THE FORTUNE IS IN THE FOLOW UP! BE SURE TO GO THRU YOUR LIST OF PROSPECTS AND CONTACT THEM ALL. ADD THEM TO YOUR DATABASE FOR FOLLOW UP AFTER YOU'VE MADE YOUR INITIAL CALL.

FOLLOW UP AT LEAST WEEKLY UNTIL THEY BUY OR DIE!