

How to Hold an Open House

If you are a new agent or you have few buyers right now, holding an open house for another agent in your office can be a good way to meet potential buyers you can add to your database or work with.

Most agents passively sit at an open house eating cookies and talking to people who come through. By showing an interest and asking questions of those who come by, you can find out what they are looking for, whether they are currently working with an agent and possibly add them to your database.


[Here are the essential questions to ask at an Open House:](#)

Welcome them warmly and ask them to sign in:

- Come on in and look around. If you have any questions, I'll be happy to answer them for you. For security purposes, can I ask you to sign our guest book before viewing the home?

After they view the home, ask:

- Have you gone to many open houses?
- Have you been looking around a lot?
- Do you live around here?
- Is there an area you are particularly interested in?
- What price range are you looking at?
- Do you have a house to sell?
- Are you currently working with an agent?
- What is your time frame for making a decision?

 **TIP: Gather additional contact information so you can send out valuable real estate information.**

