

# LEAD GEN FOR LISTINGS

## OPEN HOUSES



Hold an open house, circle prospect the neighborhood to invite neighbors, and then **capture leads** for those that attend.

Just follow the steps below!

<input checked="" type="checkbox"/>	Action Steps
<input type="checkbox"/>	<b>Daily:</b> Watch the <a href="#">Power Hour with KW MAPS Coaching*</a> .
<input type="checkbox"/>	<b>Monday:</b> Select your open house location and time, or volunteer to host an open house for someone in your Market Center.
<input type="checkbox"/>	<b>Tuesday:</b> Post online, generate call list, and call 25 neighbors.
<input type="checkbox"/>	<b>Wednesday:</b> Post online, install the KW Mobile Search App on your phone, and put a sign in the yard. Reference the <a href="#">Download Your KW Mobile Search App support article*</a> , if needed.
<input type="checkbox"/>	<b>Thursday:</b> Post online, invite database, return yard-sign calls, and email property-based internet leads.
<input type="checkbox"/>	<b>Friday:</b> Post online, prepare market stats and comps (print and digital), and print open house fliers.
<input type="checkbox"/>	<b>Saturday:</b> Post online, place directional signs, door knock the neighborhood (use script when door is answered, leave flier if unanswered), hold open house, and capture leads on your Sign-in Sheet. <b>Ask</b> for appointments and referrals!
<input type="checkbox"/>	<b>Follow-up:</b> Update your database, send thank you notes to all neighbors, call and email all visitors, add appointments to your <a href="#">Pipeline Tool**</a> , and click on the "+" sign on your <a href="#">CGI page**</a> to update your appointment count.

**Note:** When calling or emailing prospective customers, comply with federal and state Do Not Call (DNC) and spam laws, and the policies of your local Market Center. For more information, visit <http://www.kwconnect.com/page/marketing/dnc>

\*Power Hour with KW MAPS Coaching: [mapscoaching.kw.com/power-hour](http://mapscoaching.kw.com/power-hour)

\*\* CGI Page and Pipeline Tool: <https://www.kwconnect.com/page/cgi>

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### ***Before the Open House: Call to Invite the Neighbors Script***

Hello! This is \_\_\_\_\_ from Keller Williams. I'm calling because (homeowners) have asked me to invite you to the open house on their home at (address) on (date and time). Feel free to drop by, and if you know of anyone from work or a friend that would like to come with you, please feel free to bring them.

By the way, when I find a buyer, I'd like to be able to share with them what people like about the neighborhood. May I ask you what it is that you like about the neighborhood? Excellent!

And, if you were to move, where would you go next and when would that be?

### ***Before the Open House: Door Knock to Invite the Neighbors Script***

Hello! This is \_\_\_\_\_ from Keller Williams, and I just wanted to drop by because (homeowners) would like me to invite you to their open house at (address) on (date and time).

Feel free to bring someone with you from work or a friend or relative that might be interested in buying in your neighborhood.

By the way, when I find a buyer, I'd like to be able to share with them what people like about the neighborhood. May I ask you what it is that you like about the neighborhood? Excellent!

And, if you were to move, where would you go next and when might that be?

### ***During the Open House: Welcome Script***

Hi! I'm \_\_\_\_\_ from Keller Williams. Thank you for coming to my open house today.

I've found that people come to open houses for two reasons: 1) They are thinking about buying, or 2) They are curious about what their home is worth. Which are you?

### ***During the Open House: Neighbor Welcome Script***

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Hello! This is \_\_\_\_\_ from Keller Williams. Are you familiar with the property values in the area? Would it be valuable to have a neighborhood report emailed to you monthly, so you can stay in touch with what is happening to values in your neighborhood?

### ***During the Open House: Offer the KW Mobile Search App Script***

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How does this home compare to others you have seen? Would you like to view information on all homes for sale at any time right from your phone? Let me share my app with you.

### ***After the Open House: Follow-up Call Script – Seller Focused***

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Hello! This is \_\_\_\_\_ from Keller Williams. We met earlier today at the open house. Knowing that you are considering selling your home, I'd be pleased to provide you with an up-to-date home valuation report and market update. Does that sound good?

We could get together tomorrow around 4:00 p.m. if that works for you. Why don't we meet at my office and go from there?

### ***After the Open House: Follow-up Call Script – Buyer Focused***

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Hello! This is \_\_\_\_\_ from Keller Williams. We met earlier today at the open house, and knowing that you are considering buying, I wanted to let you know that I did a little digging when I get back to the office and I found several properties in the neighborhood that match your criteria.

I know the house you saw today wasn't quite right, but I think these few others might have some potential. We could get together tomorrow around 4:00 p.m. if that works for you. Why don't we meet at my office and go from there?

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## OPEN HOUSES



Results Log						
Name	App ✓	Phone Number	Market Update ✓	Email Address	Referral Name/#	Notes/Next Action to Take
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						



CAREER GROWTH INITIATIVE

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## OPEN HOUSES



### Follow-up Email – Seller Focused

We met earlier today at the open house. Knowing that you are considering selling your home, I'd be pleased to provide you with an up-to-date home valuation report and market update.

Please let me know if you would like me to send the home valuation report and market update to you.

### Follow-up Email – Buyer Focused

We met earlier today at the open house. Knowing that you're considering buying a home, I wanted to let you know that I did a little digging when I got back to the office, and I found several properties that match your criteria.

I know the house you saw today wasn't quite right, but I think these few others might have some potential. Please call or email me at your convenience for more information. It would be my pleasure to help you with your real estate needs.

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<input checked="" type="checkbox"/>	<b>Before the Open House:</b> <span style="float: right; font-family: cursive; font-size: 1.2em;">Agent Checklist</span>
<input type="checkbox"/>	Schedule open house
<input type="checkbox"/>	Give owner the Sellers' Checklist
<input type="checkbox"/>	Install the KW Mobile Search App on your phone and be prepared to share it
<input type="checkbox"/>	Check if electricity/water is on
<input type="checkbox"/>	Do marketing activities (post online and door knock the neighborhood)
<input type="checkbox"/>	Make Information Packets specific to neighborhood, pricing, financial information, etc.
<input type="checkbox"/>	Order food and drinks (if sellers agree) and pick up
<input type="checkbox"/>	Set out food/drinks (cookies in kitchen area only)
<input type="checkbox"/>	Place signs, balloons, and directional arrows
<input type="checkbox"/>	Place very visible sign, balloons in yard of open house
<input type="checkbox"/>	Remove debris from front of house
<input type="checkbox"/>	Check front yard and entrance
<input type="checkbox"/>	Turn on all lights in house, including closets
<input type="checkbox"/>	Unlock back door
<input type="checkbox"/>	Adjust temperature
<input type="checkbox"/>	Open drapes
<input type="checkbox"/>	Place fliers and business cards in entry area
<input type="checkbox"/>	Set out sign-in sheet in entry area
<input type="checkbox"/>	Turn on soft music
<input type="checkbox"/>	Check bathrooms and close toilet lids
<input type="checkbox"/>	Verify that valuables and prescription drugs are not accessible
<input type="checkbox"/>	Have Information Packets ready, but not in sight
<input type="checkbox"/>	Check house and front and back yards (including doors and fences) for security
<input type="checkbox"/>	Check phone battery charge
<input type="checkbox"/>	Ask seller to board animals or take them with them
<input type="checkbox"/>	Review and practice scripts

<input checked="" type="checkbox"/>	<b>During the Open House:</b>
<input type="checkbox"/>	Greet and build rapport with each guest, including children
<input type="checkbox"/>	Ask guests to sign in
<input type="checkbox"/>	Ask open-ended qualifying questions
<input type="checkbox"/>	Arrange follow-up appointments
<input type="checkbox"/>	Make notes about guests' real estate needs
<input type="checkbox"/>	Replenish food and drinks
<input type="checkbox"/>	Watch for safety issues

<input checked="" type="checkbox"/>	<b>After the Open House:</b>
<input type="checkbox"/>	Put house back in original order
<input type="checkbox"/>	Close drapes
<input type="checkbox"/>	Turn off music, lights, and reset temperature
<input type="checkbox"/>	Collect all packets, signs, and cards
<input type="checkbox"/>	Leave thank-you note and feedback for seller
<input type="checkbox"/>	Note areas for improvement
<input type="checkbox"/>	Update your database, add appointments to your <a href="#">Pipeline Tool</a> , and click on the "+" sign on your <a href="#">CGI page</a> to update your appointment count
<input type="checkbox"/>	Send thank-you notes to all neighbors
<input type="checkbox"/>	Call and email all visitors



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<input checked="" type="checkbox"/>	<i>Sellers Checklist</i>
<input type="checkbox"/>	Remove all valuables, jewelry, money, and prescription drugs
<input type="checkbox"/>	Unclutter countertops
<input type="checkbox"/>	Clean your home from top to bottom
<input type="checkbox"/>	Make any repairs necessary, such as touch-up painting
<input type="checkbox"/>	Open up your house—the lighter and brighter, the better
<input type="checkbox"/>	Play soft music
<input type="checkbox"/>	Make sure your home smells good
<input type="checkbox"/>	Adjust the thermostat to a comfortable level
<input type="checkbox"/>	Arrange for your pets to be boarded or with you
<input type="checkbox"/>	Clean and straighten the patio
<input type="checkbox"/>	Manicure the lawn
<input type="checkbox"/>	Clean or paint the front door
<input type="checkbox"/>	Remove all clutter from the entrance area
<input type="checkbox"/>	Other: