**Open House SmartPlan**

Create all of these as “Tasks”

(Include this in day 1 task description)

On the day of the Open House:

Add each visitor to your Command Contacts

Add to notes the address of the home of the Open House

Use that address to locate the neighborhood and at least 3 surrounding neighborhoods around it on the “neighborhoods” section of each contact

Assign to Open House Smartplan

**Day 1: Create Task: Send Text Message** to (contact first name, contact last name, phone number)

DAY OF: Thank you for visiting my open house VIDEO text from inside the house and share your app. Let them know that you are willing to do a video of any property they might be interested in.

**Set Delay: 1 day**

**Day 2: Create Task: Send E-Mail** to (contact first name, contact last name, contact e-mail address)

Send an e-mail with the listing information of the home you met at and one-two other similar property from your look book

**Set Delay: 1 day**

**Day 3: Create Task: Call** (contact first name, contact last name, contact phone number)

HI, it’s (agent first name) with Keller Williams Arizona Realty and we met about a few days ago at (address of open house).

I wanted to follow up with you to learn more about what you’re looking for your dream home.

Please let me know when you’re available. We can do a call, meet in person or virtually via Zoom!

**Create Task: Send a handwritten note and add to Social Media** to (contact first name, contact last name, contact address)

Send them a handwritten note and add them to Social Media (if you don’t have their home address, send them a DM on social media instead)

**Set Delay: 1 day**

**Day 4: Send Text:** (contact first name, contact last name, contact phone number)

I wanted to let you know some of the homes you are looking at may qualify for $1,000 back at closing and zero lender fees. Have you applied for a pre-approval or would you like more info on that?

**Set Delay: 1 day**

**Day 5: Create Task: Send E-Mail t**o (contact first name, contact last name, contact e-mail address)

Hi {contact.first.name},

I wanted to follow-up on my mortgage text from the other day. In case you were interested, here’s the direct link to Keller Mortgage where you can get more information about our Zero Plus Loan. (ADD YOUR SPECIFIC KELLER MORTGAGE LINK HERE)

To access your link, go to KW Connect, “Resources,” “Keller Mortgage,” “Keller Mortgage Resources,” “Home,” “My KM Settings” and copy “My personal KM link.”

Signature

**Set Delay: 1 day**

**Day 6: Create Task: Send Text Message** to (contact first name, contact last name, phone number)

Hi (contact first name), I wanted to check in to see if you liked any of the homes I sent? I’m available to show you those homes and others in person or via video. What works best for you?

**Set Delay: 1 day**

**Day 7: Create Task: Call** (contact first name, contact last name, contact phone number)

Call to ask: How are you doing? Just wanted to check in with you to see if you were available tomorrow for a call or Zoom meeting so I can learn what you’re looking for in your dream home?

**Set Delay: 1 day**

**Day 8: Create Task: Send Text**

Hi {contact.first.name}, how is your week going? I wanted to check in to see if I could still be of assistance with your home search. Let me know when the best time to connect would be for you.

Set Delay: 1 day

**Day 9: Create Task: Send E-Mail t**o (contact first name, contact last name, contact e-mail address)

Send an “Are you still home shopping?” E-mail

Dear (Client first name),

It’s (agent first name) with Keller Williams Arizona Realty and we met about a week ago at (address of open house).

I wanted to follow up with you to learn more about what you’re looking for in your dream home.

Please let me know when you’re available. We can do a call, meet in person or virtually via Zoom!

Have a great day,

(ADD YOUR SIGNATURE HERE)

Set Delay: 1 day

**Day 10: Add to Smartplan:** Monthly Neighborhood Nurture

Set Delay: 1 day

**Day 11: Create Task: Call (don’t leave a message)**

I set you up on some listing & neighborhood alerts. I wanted to check to see if you have been receiving those and if they are along the lines of homes and areas, you are interested in. I do not want to spam you with the wrong properties. Let me know if you would like me to adjust the searches for you.

**If no answer, text:**

I set you up on some listing & neighborhood alerts. I wanted to check to see if you have been receiving those and if they are along the lines of homes and areas, you are interested in. I do not want to spam you with the wrong properties. Let me know if you would like me to adjust the searches for you. If you would like, you can search neighborhoods and schools and more on my app right here: (ADD YOUR APP LINK HERE) We have tons more info that you will not ﬁnd on Zillow.

Set Delay: 7 Days

**Add to Smartplan**

Add to Long Term Open House Follow Up Smartplan