GROWING YOUR BUSINESS WITH OPEN HOUSES

by Darnell Aponte

CONTENT OUTLINE

- Pre Open House Checklist
- 3 Days Before
- Day Of
- Follow Up

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ABOUT YOUR INSTRUCTOR:

8 Times

Top 40 Under 40

Top 20 Under 40

State Director

Governor, YPN Board

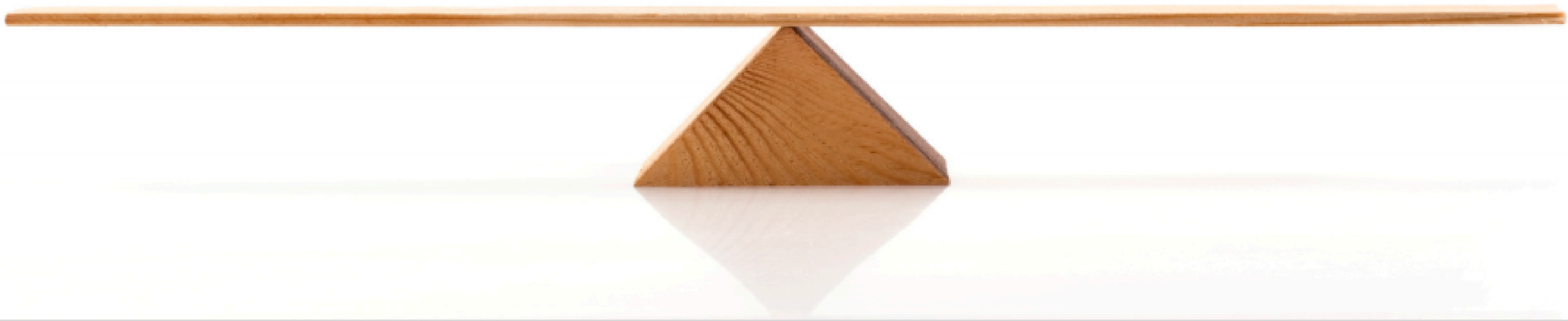
Full-Time agent 6 years

#2 Single agent GCI

#1 Single agent Closed Units

#1 Team 2022

What Is A Lever?



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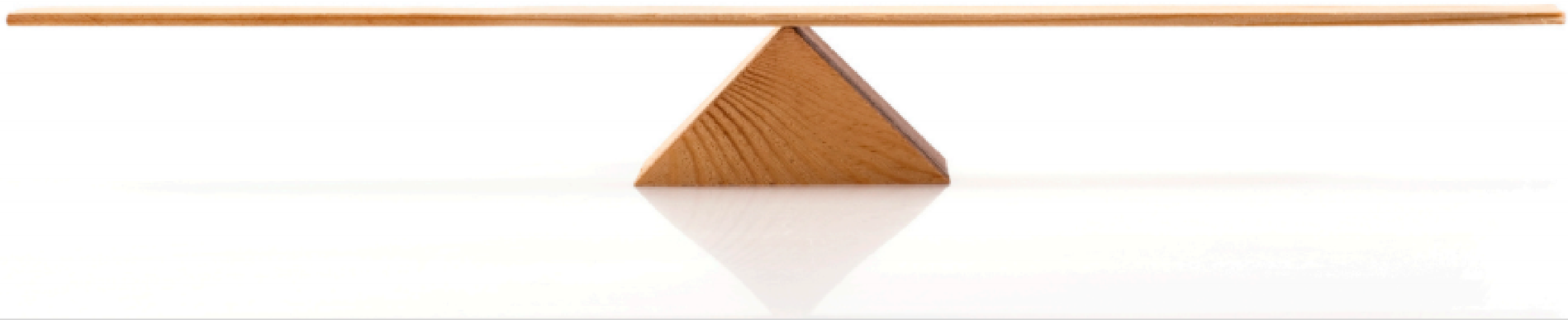
What Is A Lever?

1. Automatic, Systematic, Predictive
2. Replicable, Leverageable, Expandable



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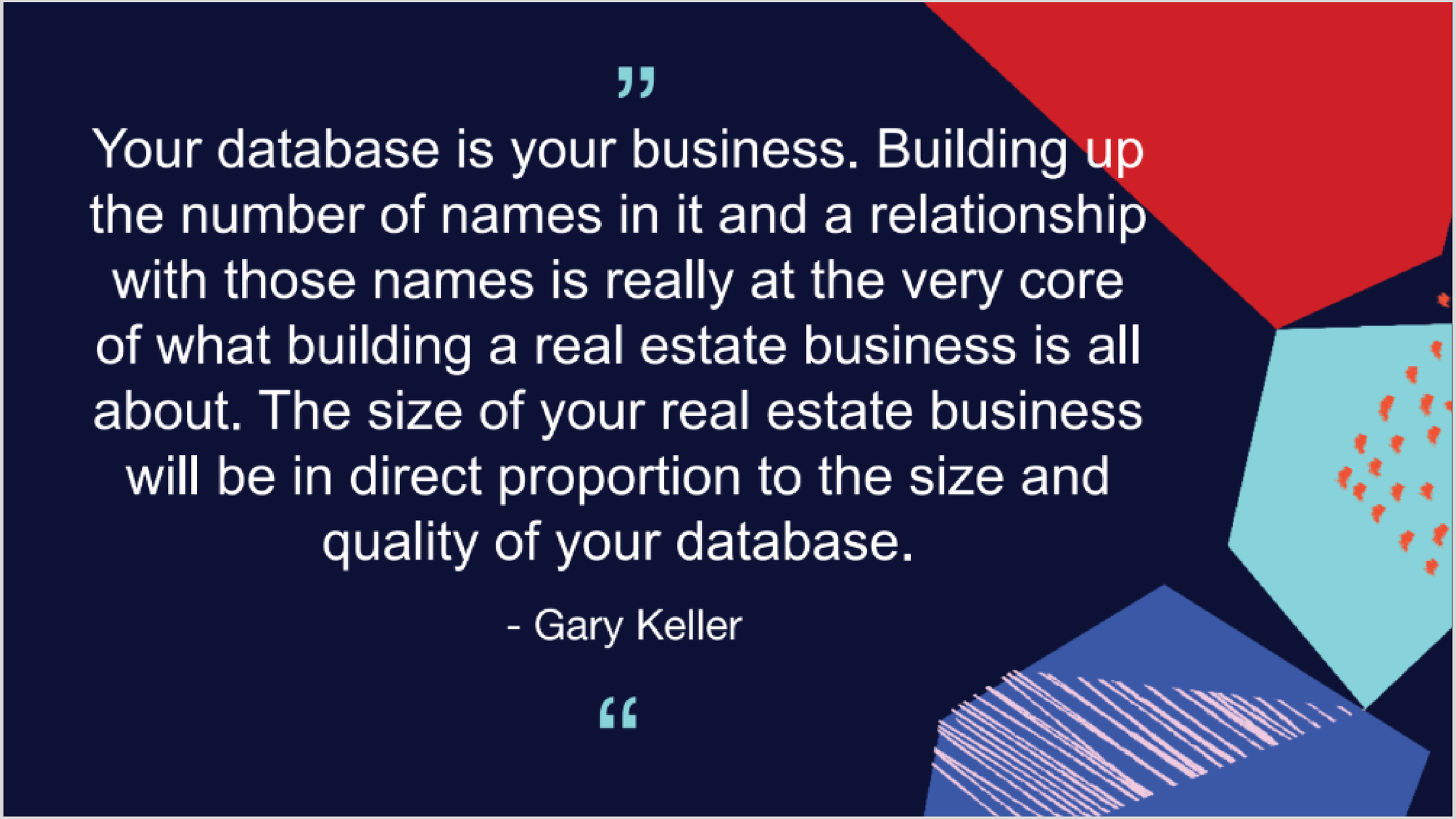

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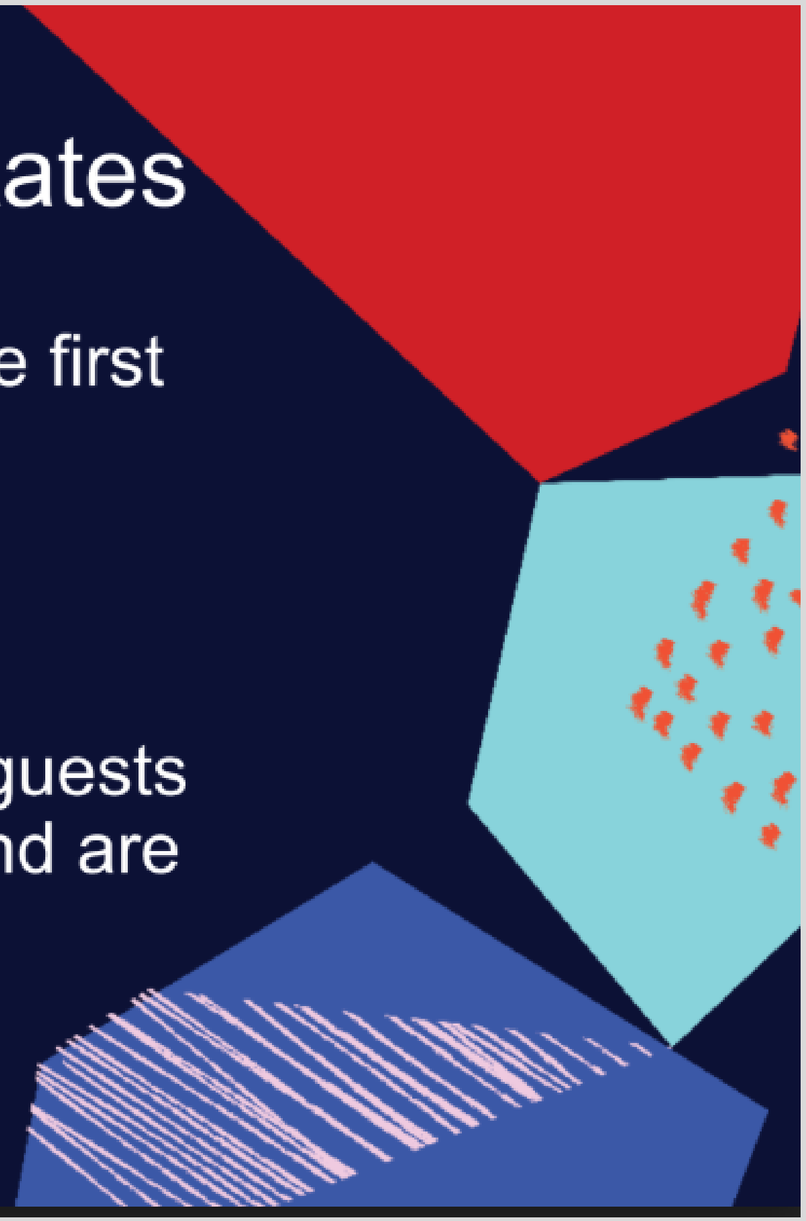
Open House Opportunity Rates

- 2 out of 3 Sellers and Buyers hire the first agent they meet.
- 8 out of 10 Open House guests are unrepresented.
- Over 50 percent of all Open House guests will hire the first person they meet and are unrepresented.



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NINJA SELLING

Because of our mobile society and the high 15 percent transaction rate on average, we know we are surrounded by an abundance of real estate transactions. Our goal is simply to find and do those transactions.

Following are some of the most popular business strategies for finding and doing business. As you can see from the conversion ratios, some strategies are more effective than others.

Conversion Ratios

Cold direct mail	2,000:1
Cold internet lead generation	1,600:1
Cold phone solicitation (illegal)	500:1
Door knocking	100:1
Personal contact with friends	50:1
Ad calls	25:1
Sign calls	20:1
Open houses	15:1
Walk-ins	10:1
Past buyers	9:1
Past sellers	4:1
Referrals	3:2

Source: National Association of Realtors®

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MARKETING STRATEGY

- PRE OPEN HOUSE

WHO: Are you targeting?

WHEN: Should you do it?
(Times & How long)
(Weekdays vs. Weekends?)

WHAT: Are you doing to make it successful?

WHERE: To advertise?

WHY? HOW?

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WHO

- PRE OPEN HOUSE

SOI

SELLERS

BUYERS

NOSEY NEIGHBORS

LOOKY LOOS

SOCIAL MEDIA CONTACTS

(ALL CURRENT & FUTURE)

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WHAT & WHERE

- PRE OPEN HOUSE

-Confirm info with sellers
(Age of roof, AC, water heater, etc... Also date/time.
-Contact lender and/or partner
-Check the neighborhood for other open houses for cross-marketing opportunities

ADD TO:
-MLS (Most important because it syndicates to hundreds of sites)
-Create Facebook Event. Design cover photo for event page.
-Social Media (All of them even LinkedIn) Post multiple times and ask friends and seller to share. {Leave out price, gives people a reason to contact you.}

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WHAT & WHERE

- PRE OPEN HOUSE

-Circle Prospect (Upload list to dialer or hand dial, use Ignite open house script)

-Ask sellers to invite friends, family, and neighbors and to share on their social media

-Door Knock (If that's your thing)

-Confirm sign helper/agent partner

-Organize/set up sign inventory

-Check Open House Bag Inventory

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OPEN HOUSE BAG

Keep in trunk at all times. It comes in handy for showings and client needs....Dollar store has most of the items!.

- hand soap
- hand sanitizer
- air freshener
- windex
- bluetooth speaker
- breath mints/gum
- water
- knife/scissors
- paper towels
- charger (laptop, tablet, phone, speaker)
- hand broom/dustpan
- tape
- measuring tape
- TOILET PAPER

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WHAT & WHERE

- PRE OPEN HOUSE 3 DAYS IN ADVANCE

- Post again (everywhere)
- Call neighbors you didn't reach
- Promote ad in Command

- Check city laws on signs
- Organize signs(Minimum 20 but 30+ is better)
- Map out placement of signs (print google maps and/or drive around area)
- Complete info for board (See example)
- Create Open House on Open Home Pro App or KW Command Listing page for sign ins

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HOME BOOKLET AND/OR HOME BOARD

Complete Home Booklet (Your eyes only)

-Property Appraiser Tax Info
-MLS Full View
-MLS Detail View
-Add any other cheat sheets such as what other homes are listed for sale and codes/showing instructions for 2-3 other homes in area so you can offer to show after open house.

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WHAT & WHERE

- PRE OPEN HOUSE 1 DAY IN ADVANCE

- Post again

- Reconfirm sign helper/agent

- Make sure ipad is charged

- Door knock (555 rule – 5 to the left 5 to the right 5 in front)

- Pick up refreshments (small bottled water, no snacks or soda/juices)

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WHAT & WHERE

- SHOWTIME! DAY OF OPEN HOUSE

- Post
- Check MLS
- Arrive at least 1 hour before open house
- place sign in yard with OH time
- Place sign on door with open house times(in case guests arrive while you are putting signs out)
- Use sellers TV to play music or your speaker
- Position Ipad for sign in (Or sign in sheet)
- Copy of KW app download link in your phone to share by text
- Place signs out (now cool off)

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HOW

- SHOWTIME! DAY OF OPEN HOUSE

First impressions!!!!!!

Always say – Thank you for stopping by, do you live in the neighborhood or are you out house hunting/shopping today? (Why do we say that?)

- Whatever their response the answer is always “okay great! The owners of this home do require everyone to sign in before previewing it.” Then point or direct them to QR Code or ask for their phone number to text them link to sign in.

- Once done signing in give them the facts about the home.

- “Please feel free to take a look around, open any door or cabinet you would like, just make yourself at home and if you have any questions just let me know”

Stay close enough to hear their feedback but do not follow them around, **you are not a puppy dog.**

- Observe and ask questions (see printout)

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HOW

Open House Sign in Form

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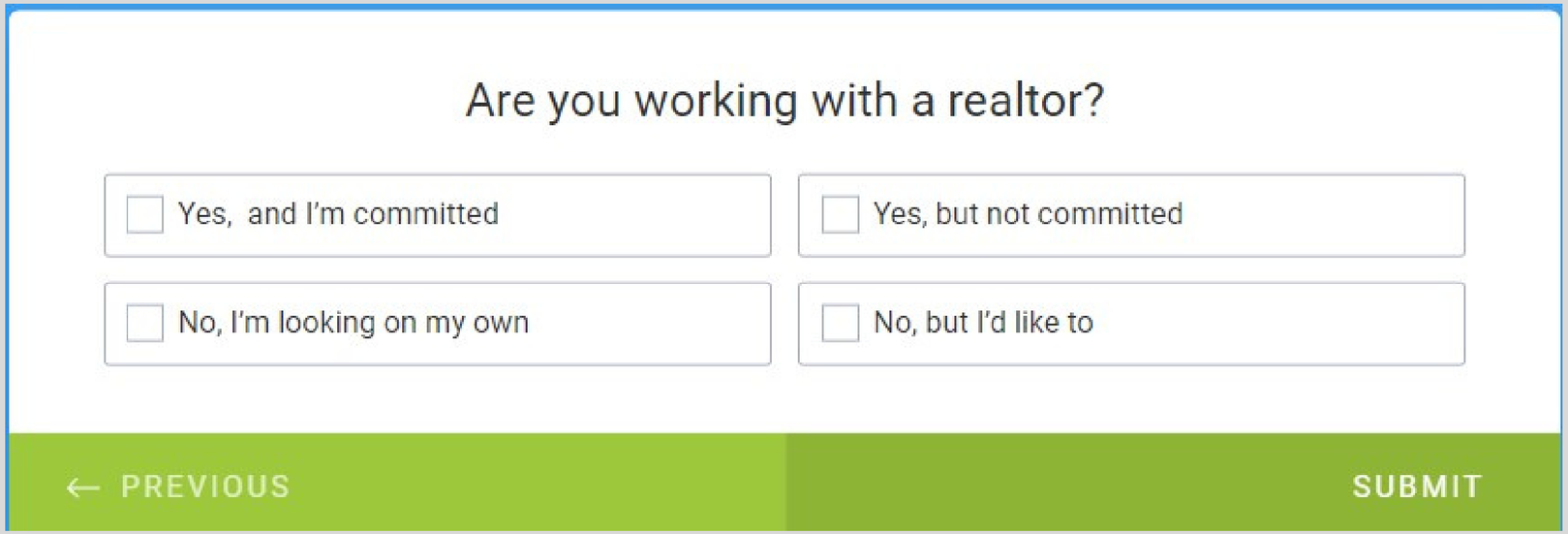
HOW

Favorite Form Question



Why?

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HOW

- SHOWTIME! DAY OF OPEN HOUSE

Ask POWERFUL questions!!!, go three deep at least:

See the awesome sheet I have for you guys.

- Would it be of value to you if...
- Would you be offended if...
- Thanks for coming. May I ask your name? Thanks and what's your phone number?
- If I found what you are looking for, how would I contact you?
- If that email bounces back for some reason, what's the best number to reach you?
- "I've so enjoyed talking with you and would love to keep in touch. Would it be OK if I called you to continue our conversation?
- The fact that you've stopped by this Open House clearly illustrates your desire to know more about your home's current value ...

***Listen and add notes once finished**
****** remember the conversation rule**

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HOW

- SHOWTIME! DAY OF OPEN HOUSE

Ask questions!!!, go three deep at least:

Once they are done previewing I always go to my laptop and start asking them questions:

- Could you see yourself living here?
- What does the home need for you?
- Does a 3 bedroom home work or do you prefer 4?
- Are you only looking for homes in this city or are there other cities you are considering?
- Do you prefer a 1 level home or are you okay with two levels?
- Do you need a pool? Garage? What price range do you feel comfortable with?
- Are you paying cash or financing? Have you been approved yet?

- **Great based off of what you told me I found you XX number of homes, would it be of value if I email them to you?**

Set them up on auto email in MLS or command. Ask for their email, then name then phone number. Best chance of getting their correct information.

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500 SCRIPT

I prefer to ask you 500 questions and show you 5 homes than to ask you 5 questions and show you 500 homes that don't match your needs like most realtors would do.

I'd love to learn more about your needs, wants, and desires when it comes to finding a home. Would you be offended if i asked to meet at over Zoom to discuss and search for homes together?

Are weekdays or weekends better for you?

** having a calendar or your phone handy is helpful to show how serious you are about helping them. You may have to remind them that your services are NO COST to them and that the seller pays you., it costs them nothing to hire a professional like you that will fight for them.

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FOLLOW UP!

WHERE MOST SALES HAPPEN

- Add to Command

- Handwritten note if you can find their address

- Call to follow up and get feedback for seller

- Confirm if paying cash or prequalified (Ask if you can refer to lender to get qualified)

- Set the appointment to meet!!

- Assign to Smart Plan

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HOW

Join The Aponte Group!

CONTACT ME!

Facbook.com/DarnellSells/

Instagram @Darnizzle

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Daponte@kw.com

Phone 305.393.3697
(Texts are always better)

Follow me

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