**OPEN HOUSES DONE RIGHT!**

Instructor:

**Nate Brill**
Team Leader W/ The BRILL Team of RE/MAX Professionals
623.451.0124 (cell)
Nate@BrillTeam.com

Class Objective:

This class exists to give aspiring and struggling agents the tools and knowhow to go out into the marketplace and dominate. We strive to awaken the inner-entrepreneur and empower them by giving them the confidence to ignite their business with intense hustle, tenacity, and sheer will to succeed. We will engage them with direct applicable skills and a roadmap to succeed and then, most importantly, hold them accountable.

- **Part 1: Do Open Houses Really Even Work Anymore?**
  - YES!!! When done CORRECTLY and CONSISTENTLY, open houses have the potential to give you a six figure income even if you did absolutely nothing else!!
  - Open houses are the single best way to get directly in front of buyers and sellers without having an appointment.
    - While most other lead sources require you to ask for the appointment in order to give your “pitch”, you get that opportunity and the ability to make a great first impression, complete with not only your dialogue, but also the all-important body language.
  - People that visit open houses are typically much further along in the buyer/seller “life cycle” and are more ready to make a decision than just about any other lead source.
  - You have the ability to set up a “store front” in literally ANY location you should desire!! If the location sucks, you can move! How many businesses get that opportunity???
  - See the book “Permission Marketing” by Seth Godin and you’ll see why doing an open house gives you permission to market to the leads that come in, rather than just being one of the multitude of other agents blasting them through the mail, on Zillow and other sites.

- **Part 2: What Kind of STUFF do I Need to Do an Open House?**
  - SIGNS, SIGNS, AND MORE SIGNS!!!
    - The average agent holds an open house with 4-5 signs.
    - A decent agent puts out 10-15
    - A ROCKSTAR agent puts out 20,30, or even 40 signs!!
      - Good quality signs are about $30-$35 per sign
• Flags
• Sign for the door to say “COME ON IN!!”
• Sign-in book *(you can get these from your favorite title company)*
• MLS Plano of subject property *(notice I did not say property “flyer”??)*
• Local “VACANT” property list
• Personal marketing material (i.e., business cards, about you, about your company, reviews, etc.)
• Sample CMA
• Home sellers “Prep Guide”
• Table / Chair / Laptop (with the MLS up and ready to go)
• Lastly, and MOST IMPORTANTLY, you need to bring the absolute BEST YOU that you can bring!
  • Bring your energy, know how, expertise, and charisma! You can have the best open house set up on the block, but if you don’t engage, you won’t succeed!!
• Where are the food and drinks you ask?? If you should choose to bring snacks and beverages, be prepared to take about 98% of them back home with you. They make for nice presentation, but just simply are not the difference maker and most people don’t touch them.

➤ *Part 3: When, Where, and For How Long Should I Do this Amazing Open House & How do I choose it?*

• The VERY FIRST question you need to ask yourself is “what type of clients do I want?”
  • Price point
  • Age
  • Marital status
  • Income level
  • Type of employment
  • First time home buyer?
  • Etc.
• The next question you have to ask yourself is “where does this person live??”
  • Once you’ve answered this, you have answered the “WHERE” part of the equation, as far as the broader neighborhood is concerned.
• Look through the MLS to find homes that are VACANT (easier to hold open without scheduling).
  • If you don’t have any listings of your own, ask other agents to hold their listings open.
  • It is up to your broker and the broker of the listing agent on whether you can hold open a different brokerages listing, but for the purposes of finding a home to hold open, the brokerage is mostly a non-issue)
For whatever agent it is, your approach to them should be in mutual-interest. This is beneficial to them and their clients to get the exposure and is beneficial to you to procure leads.

- Let them know that you will be providing a full report to them of the number of patrons, feedback about the property, and overall interest.
  - YOU MUST ACTUALLY DO THIS SO YOU CAN BUILD A RESPECTED REPUTATION SO PEOPLE WILL SEE WHAT YOU’RE DOING AS A SERVICE AND CONTINUE TO GIVE YOU THE OPPORTUNITY.

- Start by honing in on your desired neighborhood, zip code, or couple of zip codes.
- Look for homes with “curb appeal”
  - The inside is not nearly as important because we’re simply trying to get them in the door, not drive on. Once in the door, you can work your magic.
  - Choose something that you think someone would not just pull up to and then drive on.
- Look for homes that are in a good location within the neighborhood.
  - Not at the end of a long thru street
  - Not backing a major road
  - Not 7-8 turns just to get to the house

- Open houses can be done literally ANY day of the week, but, without question, Saturday and Sunday are the best days.
  - Note: While the weekends are the best for traffic, you often find that the more serious buyers and sellers come in during the middle of the week. I mean really, who randomly stops through an open house in the middle of the week unless they’re serious about doing something???

- Suggested times for open houses (4-5 hours MINIMUM)
  - Saturday
    - 10am – 3pm, or 11am – 5pm
  - Sunday
    - Noon – 5 pm (wait for everyone to get out of church)
  - BEST mid-week days are Wednesday & Thursday, but all are still worth doing.
    - Weekdays: 1 pm – 6 pm

**Part 4: HOW???

- Getting prepared:
  - First, be prepared to be at the property a full hour before it starts. This will ensure that you have enough time to get all of your signs set up, marketing material out, and all lights / AC turned on at the house.
- Bring both a set of set up attire and your professional attire (especially running / dress shoes!). You don’t want to hustle signs in your fancy get up…it’s not fun and then you’re sweaty and gross when people show up 😊
  - Signs
    - Regardless of how many signs you have, you need to print off a Google Map of the area and figure out where you’re going to put your signs. This way you don’t start too far from the property and find that you’ve run out of signs...because that sucks 😊
      - Start from the outside and work your way into the property.
        - This way, you don’t have signs in front of the property until you’re actually there. This will avoid people coming to the door when nobody’s home.
    - Ideal usage of signs:
      - Major intersections:
        - 4 signs
      - Side streets and small intersections:
        - 1 sign
      - Major turns into the property:
        - 2 signs
      - At the property:
        - 1 sign on top of your car and 2-3 flags
  - Attire:
    - Treat this as an interview with prospective clients...BECAUSE IT IS! Wear what you would wear to an appointment. Shorts and a polo simply will not cut it. If you want to be treated as a professional, dress like one.
  - What to say when people walk in:
    - Ask how they found you
      - Signs, online, from a friend???
    - What’s bringing them through
      - Just out and about?
      - Looking for anything in particular?
      - Just checking stuff out?
      - Are you a neighbor?
    - If they’re a “nosy neighbor”…make sure they absolutely LOVE you! They’re some of the single best visitors you can have! They’re future sellers and they’re usually in there for a reason whether they say so or not!
      - Offer to keep them appraised of the sales that happen in the neighborhood and let them know how the market is doing.
    - Ask ENGAGING questions
      - Are you familiar with this neighborhood?
If from out of state, take the opportunity to set up a buyer consult after the open house or later in the week so you can educate them on the area.

- Where do you currently live?
- How long have you lived there?
- What would make you want to move?
- Are you looking to upsize / downsize?
- What’s MOST important to you in the houses you’re looking at?
- Have you gotten any idea of what your house is currently worth?
  - No, great, can I put together a no cost, no obligation CMA for you?
    - **(BE ABSOLUTELY CLEAR THAT THIS IS A ZERO PRESSURE THING YOU’RE DOING, NOT TRYING TO SELL THEM ON ANYTHING)**
- How far away is work for you now?
  - Are you wanting to move closer?
- How long have you been looking?
- Is anyone helping you look around or are you just searching on the internet?
  - If they have an agent, no problem. Keep asking more questions!!
    - You often times find that if you ask enough questions, they may not really have an agent at all or may even be completely dissatisfied with them.
    - Respect that boundary, but also cautiously push at it to see where their loyalty stands.
    - The “I have an agent” line is most often used as a shield against pushy agents. If you can EARN their trust, they may end up actually telling you that they had a conversation with an agent once, but they really have no loyalty to them or, better yet, you’ll discover that their agent isn’t doing anything at all for them and they just didn’t realize it. It’s amazing how being likable and knowledgeable can make you stand out without even trying 😊
- What’s your timeline?
  - Be VERY low pressure on this question. It’s all about understanding how best to serve them, not to get a quick check.
- After asking these and many other questions, determine whether there is a next step to take (i.e., buyer consult, visit to their property, CMA, set up on a search, etc).
If nothing else, do what you can to get them to sign in to the guest registry.

- Make sure they know that this is not anything that you’re going to use to SPAM them. It’s simply so you can stay in touch with them and continue to be of service.
  - For the love of all that’s holy, do not set these leads up on a drip! You met them in person and that matters for something...they’re the best quality lead you have, don’t treat them like an internet lead.
- Use the guest registry to get people you actually want to do business with.
  - Despite conventional thinking, not everyone should sign in because you don’t want to work with everyone.
  - Some people go “open housing” for a sport. They visit several every weekend so no matter how much you try to connect with them, they’re there for fun, and you’ll waste your time following up with them.
  - Others are just jerks, and you don’t want jerks for clients.
- Throughout your line of questioning, you may find it appropriate to start showing homes immediately and you can begin that by taking them over by your computer and doing an on-site buyer consult.
  - Offer to take them out directly after your open house or the following day.
    - Again, ZERO pressure, you’re just here to help 😊
  - Offer up the local “VACANT” property list if they seem interested in this area specifically. Vacant properties typically have more motivated sellers, so this is why it’s so powerful.
    - It makes it feel like these are the “deals”
- Do not “hover” or “stalk” the people at the open house.
  - Stay as close as your conversation allows you to be.
  - If they’re not very talkative, check in with them periodically and ask some questions about the property and what they think of it.
  - The more people feel that you are respecting their space, the more likely they are to answer your questions.
    - The more questions YOU ask and the more answers they give you, the better equipped you are to HELP them.
FINALLY…if you have an interested person, whether that be in the house you’re sitting open, a buyer consult, CMA, or just generally in taking to you, here’s the next step:

- Ask, “Would it be possible to get you to sign in? (point to your registry)
- Say something to the effect of “I promise I’m not going to harass you, it’s just so that I can stay in touch and see if there is anything else I can do to help you”

- If they say YES, then use your previous conversation with them as a gauge as to when you tell them you’ll follow up.
  - If they are interested in buyer or selling in 6 months, they don’t need to be bombarded by you immediately.
  - If they’re looking to buyer or list next week, tell them that you’ll be in touch Monday (or even see if you can set up the listing / buyer appointment)

- If they say NO, be respectful and say that you completely understand. You are just hoping that if there is anything at all that you can do to help, you’d just like to be able to get in touch with them.
  - If they are persistent, again respect this and back off. If they like you enough from the conversation and you respect their boundaries, they very well may be the one calling you in 3 months when it comes time that they’re serious.

Part 5: Now That I’ve Got Them, What Do I Do With them?

- Follow up, follow up, and follow up!!!
  - You can get all the leads in the world, but if you don’t follow up with them afterwards it doesn’t mean anything!
  - When you get home after your open house, send every person that signed in an email saying thank you for taking the time to come through the open house and let them know that you’re here to help…you’re here to serve.
    - If you have a good physical address and feel that you connected very well with a prospect, send a hand written thank you card in addition to the email.
  - Put all leads into your CRM or database and come up with some form of a follow up action, whether that means completing a CMA, setting up a search, or simply making a call to see if you can schedule an appointment.
    - Note: If you are asked to complete a CMA, see if you can set up an appointment to review the report. This will serve as a pseudo listing appointment.
• After setting up a search, follow up within a day or two to make sure that they are receiving the listings and ask for feedback to make sure what you are sending is what they’re looking for.
• If they are simply a neighbor that was interested in home values in the neighborhood, set them up on a neighborhood watch list where they get notified of all closed sales.
• Lastly, and most importantly, continue to follow up, follow up, and follow up again. DO NOT HARRASS, but be of service. Take cues from them and give enough time in between contacts to make sure that they don’t feel overly bothered by you.
  • If you got them this far, that is, to sign in, do not betray that trust by being pushy.

➢ Part 6: Rinse & Repeat ☺

  o If there is any one single thing that you should gain from this course, it is to not only do open houses the right way, but to do them consistently and relentlessly.
  o Keep a regimented schedule of open houses once to twice per week, but DO NOT skip it!!!

  • THIS IS YOUR NUMBER ONE APPOINTMENT OF THE WEEK!!
    • Skipping out on your open house day is like driving down the road and passing up the gas station.
      o You WILL run out of gas, and it WILL suck.
  • Doing open houses religiously not only keeps the pipeline full and ever-growing, it also builds a presence in the neighborhoods that you’re present in. You can spend thousands of dollars mailing into your Farm, or you can just BE there…over, and over, and over again.
  • You will be respected by prospects that see you working every weekend and give a good name to the profession as not just being a paper-pushering sales person.
    • You’re a hustler, a worker, and a true professional when you take this level of action….people will see this and it will earn the business.

Final Thoughts:

This business is full of ups and downs, peaks and valleys, high points and low points. Not just income, but also emotionally. We feel most in control of these factors, however, when we control our actions. When you’re doing the right “stuff” and part of doing this is tracking our numbers. You’ll never really know if you’re succeeding if you’re not watching what happens. Just like our bank accounts…they grow when we pay attention
to them and shrink when we don’t. You will have open houses that you do, sometimes several in a row, that just BLOW. No one comes through, or you get a ton of people through and no one signs in...THIS. WILL. HAPPEN. Even doing them big, doing them right, and doing them with intentionality. Knowing your numbers and being consistent will keep your train moving in the right direction, and will give you the faith that it will all work out if you just don’t stop.
The Tale of Dustin & Justin

Dustin and Justin are both guys that have “let themselves go” and they both realize it. They decide that it’s time to get to the gym and start eating healthy so they can get that amazing beach body they’ve always dreamed of. They both start off with extreme motivation to succeed and hit the gym 10 out of the next 14 days. They’re eating broccoli, chicken, and brown rice...and then a little more of it because it’s the healthy stuff. After two weeks they weight themselves and see that not only have they not lost any weight, they’ve gained 2 pounds!!!! Dustin says to himself, “That’s okay, I knew it was going to be this way, but I’m going to keep at it and it will pay off.” Justin says to himself, “WTF, I put in ALL of that effort and THIS is what happens!! I’m giving this 2 more weeks and if it doesn’t pan out then I’m done!” Well, two weeks go by and both Dustin and Justin have been diligent at the gym 10 out of the 14 days and they weigh in again. The results are better, but still not spectacular. They’ve lost 4 pounds from where they started. Dustin says to himself, “RIGHT ON!! This is PROGRESS and the scale is headed in the right direction!” Justin says to himself, “SCREW IT!! If I have to work this hard and THIS is all that happens, then I’m done…this SUCKS!!”

Fast forward 6 months…Dustin has continued to hit the gym 4-5 days per week, he’s been eating right, and he’s remained steadfast in his determination to reach his goals. He’s down 37 pounds and has his amazing six pack and ripped pecs. He feels utterly amazing and could not be happier with the success he’s had. He knows that he’s worked his ass off and has earned every bit of what he’s accomplished. In contrast, Justin didn’t just gain his 4 pounds back, he actually gained 10 in addition to that! He decided that working out like that and eating healthy just wasn’t worth it because it “didn’t work”. Clearly, he gave up far too soon and had the complete wrong attitude the whole way through. Dustin realized that it was going to be a long road, but one well worth traveling. He didn’t think it would be overnight and he also knew that if he quit early on because he didn’t see the immediate results, then he would have wasted everything he had worked for. Justin had this imaginary idea that he would have his six pack and ripped pecs by the end of the month.

So, who are you going to be? You may think that getting ripped through good diet and exercise is completely different than what we’ve learned here today, but it could not be any more identical. It’s all about discipline, a schedule, and iron-clad consistency. You can’t get ripped with diet or exercise along…it takes both. You can’t succeed with your business by just the open houses...you have to follow up, too. Sometimes it’s going to suck and you’re going to want to just stop because it doesn’t seem to be working. But, I assure you that if you just keep doing it and do it better and better each time, you absolutely WILL see the results and it WILL be spectacular. Let the “Justin’s” of the real estate world be your competition because you are better than that. You are a force to be reckoned with and you’re going to kick some ass and win at this awesome game 😊