



Coastal Pacific

R E A L E S T A T E

OPEN HOUSES

How to Use
Open Houses
to Increase Sales

“In sales there are going to be times when you can’t make everyone happy. Don’t expect to and you won’t be disappointed. Just **do your best for each client** in each situation as it arises. Then, learn from each situation **how to do it better the next time.**”

– Tom Hopkins

Goals

Why is this presentation **important**?

- ✓ *Design* your open houses to **maximize success**.
- ✓ *Increase* the **number and quality** of conversations.
- ✓ *Convert* visitors into **clients**.

Having an Open House

An *overview* of the entire open house **process**.



1. Preparation
2. Event
3. Follow-up

1. Preparation

*Most of your work takes place **before** the open house.*

- 1. Select & Schedule**
- 2. Print Handouts**
- 3. Research Market**
- 4. Place Advertisements**
- 5. Invite Neighbors**



2. Event

You are an *actor* and this is your **performance**.



1. Prepare Signs & Property
2. Engage with Visitors
3. Schedule Appointments
4. Write Down Notes
5. Cleanup Property & Signs

3. Follow-up

Persistent followup separates the **closers** from the rest.



1. **Send Feedback to Agent**
2. **Add to CRM System**
3. **Thank You & More Info**
4. **Check-in Periodically**

Find a Niche

Focus on one *location* or *type* for **cumulative results**.



- **Personal Brand Recognition**
- **Expert Knowledge**
- **Repeat Visitors**

Have Success In Mind

*Increase your success by having the **right mindset**.*



- **Focused on Business**
- **Confident & Calm**
- **Knowledgeable & Prepared**

Be a Professional

Set yourself *apart* by **looking** and **acting** like a pro.

- **Appearance**
- **Body Language**
- **Knowledge**



Embrace Technology

Technology can help *leverage* your **performance**.

- **Brand Recognition**
- **Provide Helpful Information**
- **Improves Your Sales Ability**



Be Prepared

Have *extras* of **everything** and be *ready* for **anything**.



- **Anticipate Problems**
- **Follow a Checklist**
- **Have an *Open House Kit***

Selecting the Best Property

The property you choose *dramatically* influences **results**.

- **Fits Your Niche**
- **New On Market**
- **Newly Remodeled**
- **Vacant**
(or available all day)
- **Close to Main Road**
- **Priced Correctly**
- **Easy & Free Parking**
- **No Problems**
(neighbors, construction)



Create an Atmosphere

Provide *enjoyable* **sounds, scents, & sensations.**



- **Soft & Enjoyable Background Music**
- **Baked Goods or Candles**
- **Comfortable Temperature**

Make it an Event

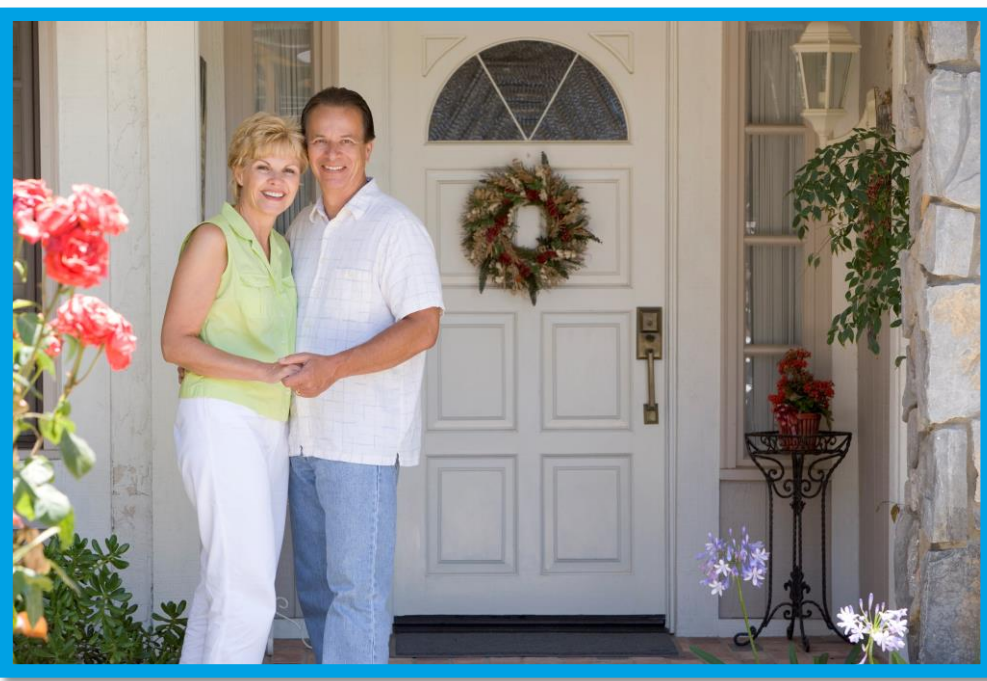
Attract *attention* in a variety of **creative** ways.



- **Food & Drinks**
- **Flags & Balloons**
- **Prizes & Gifts**

Invite the Neighbors

Meet *new people* by visiting them **before** the open house.



- **Go Door-to-door**
- **Mail Invitations**
- **Have Them RSVP**

Signs Are Critical

Placing signs *correctly* is of paramount **importance**.

- **More Signs = More Visitors**
- **Easy to Read for Drivers**
- **Give Drivers Time to Turn**
- **Use 12+ Signs, Riders, Flags**
- **#1 Opportunity For Agents**



How to Place Signs

How you place signs is crucial to getting **visitors**.



- **Busy Intersections = 2 Signs**
(opposite sides of road)
- **Busy Roads = 2 Signs**
(well in advance of turn)
- **Side Streets = 1 Sign**
(turn direction = side of street)
- **Always Use Flags & Riders**
(must match style of sign)

Visitor or Future Client?

Have a *positive attitude* and *open mind* with **every visitor**.



Sign-In Sheets

Think *carefully* how people give you their **contact info**.



- **People Are Hesitant to Sign-in** (before they talk with you)
- **Earn Trust First**
- **Provide an Incentive**

Connect to Their Network

Visitors *often* know someone who is **buying** or **selling**.



Family, Friends, Co-workers, & Neighbors

Distribute Print Marketing

Provide *attractive* handouts with **useful information**.



- **Brands You as *Knowledge-based***
- **Helps Visitors Remember You**
- **Printing is an *Investment*, Not an *Expense***

It's a Lifestyle

Go beyond the *property* and also sell the **lifestyle**.



Beaches, Parks, Schools, Restaurants, Shopping, Etc.

Sell Other Properties

Visitors are *much more* likely to want **something else**.



Consider Similar Neighborhoods, Price Ranges, and Styles

Not Only About Buyers

Open houses are a *great* way to find **sell**ers.



Clients May Require Time to Think

*Expect prospects to have a variety of **time-frames**.*



- **Waiting for Incentive to Buy or Sell**
- **Short-term Transaction**
- **Long-term Transaction**

Patience is a Virtue

Many visitors want to *start* by working on their **own**.



“ I’m just looking! ”

- **Learning the Market**
- **Waiting to Hire an Agent**
- **Require a Strong Relationship First**

Buyers Are Hesitant & Skeptical

Many visitors will *wait* to provide **all** relevant information.



- **Need a Reason for Visiting**
- **Scared & Wary of *Sales-people***
- **Not Ready to Buy or Sell...*Yet***

Practice Makes Perfect

*Always be **talking** to visitors or **practicing** your technique.*



Moving Forward

*Find a way to take the **next step** with your prospect.*



- **Showing or Office Appointment**
- **Lender Referral**
- **Market Updates**
- **Be Available to Help**

Followup Persistently

Don't *give up* on prospects until they **buy** or **sell**.

- **May Take Weeks or Months (or Years)**
- **Often Wait to Respond, But Value Your Efforts**
- **Use a CRM System to Manage Followup**



Key Concepts

The *most* **important points**, one more time.

- ✓ *Setup* as **many signs** as possible.
- ✓ *Create* an **engaging & valuable** experience.
- ✓ *Followup* with **persistence & patience**.

Questions?

Ask us *anything* that is **on your mind**.



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