

THE CHOU TEAM'S GUIDE TO OPEN HOUSE

Step One

Monday to Tuesday

Select the open house

- It doesn't matter the price range.
- I'm not looking for quantity; I'm looking for more quality because in an open house with hundreds of people, you don't have time to build rapport, and you lose more leads than you gain.
- Focus on the open house on areas you want to work in.

Step Two

Tuesday

Research and Questions

- Neighborhood data
- History of the house and the neighborhood
- Conveniences to restaurants, freeways, schools, etc.
- School ratings
- Valuation of the subject property (sale and rental comparables). You must know which homes are for sale, which are pending, and which have recently sold.
- Subject property sold history and mortgage balance
- Fun fact about the home or neighborhood
- Why the Sellers are selling? When are offers due? What are the expectations of the sellers? What did the Seller see in this home that made them want to buy it? Etc.

Step Three

Tuesday till the Open House

Prospecting and Marketing

- Remember to set goals for yourself for all the prospecting and marketing.
- Create your Marketing pieces.
- Send just listed postcards. You can start small, like 50 or 100 homes. Then, increase from there as your business grows.
- Door knock the neighborhood to invite the neighbors to the open house. Indirectly, always ask for referrals and if they're also in the market to buy or sell.
- Circle prospect the neighborhood in a TCPA compliant way to invite the neighbors to the open house. Indirectly, always ask for referrals and if they're also in the market to buy or sell.
- Install a visible for sale sign.
- Post a visible sign in front of the house to let passersby know what days and times the open house will be.
- Database
 - Email campaign
 - Text individually, or you can set up a text broadcasting on Twilio in KW Command.
 - Call to invite. Indirectly, always ask for referrals and if they're also in the market to buy or sell.
- Social media
 - IG, FB, and LinkedIn.
 - Make a reel
 - Create a just-listed post, and a day or couple of days after, create an open house (date/time) post.
 - Remember, if you do paid ads, they could take a day or two to be approved.
 - Let the groups you're a part of know of the open house as well.
- Online
 - Yelp and Google Profile.
 - Create a just-listed post, and a day or couple of days after, create an open house (date/time) post.
- Invite FSBO and Expired leads
 - Always ask to see if you can preview the home because the house you listed or the house you are hosting, you've found qualified buyers that could be interested in their home.
- Open house signs: map out where you will put the signs. Set up a minimum of 15+ open house signs. I like to set up the night or day before if your local laws allow.

Step Four

- While the ISA is in the office contacting past clients and/or agents. We have two agents in the field door knocking telling them to pick their neighbors, and ask what make this neighborhood home to them.

During the open house

- Role play throughout the week leading to the open house.
- In your downtime, role-play during the open house.
- Role-play your introduction and role-play the questions you're going to ask the visitors.
- Get everyone's full contact. If someone doesn't want to provide their contact, let them know the Sellers are requesting everyone to sign in.
- Turn on all lights and open blinds to let as much natural light in as possible.
- Set up snacks, water, music, scents, giveaways, balloons, banners, duster, trash bags, shoe covers, shoe cover boxes, etc.
- iPad for open house sign-in app.
- Always ask for the APPOINTMENT on the spot!

Step Five

Follow Up

- Create your call, text, video, and email verbiage.
- Add leads to KW Command and set them up on smart plans.
- Follow up with prospective leads within 24 to 48 hours. It's always better to set up the appointment on the spot during the open house.
- Talk about the open house on your social media through a post or reel. Talk about the success of the open house.
- Follow up aggressively. Sometimes, we have to follow up with visitors 10x in a few days through calls, texts, and emails.
- Send city events to make the visitors feel like they're part of the community. Example, farmers market, community events, etc.

Pro Tips:

- Always show up early and be prepared to stay late.
- iPad with open house app. (Ex, Open Home Pro, Spacio, etc.)
 - Have paper sign-in sheets as a backup.
- If it's your listing, create a deadline for offers to be due.
- Put the address on your directional open house signs.
- Organize your database as quickly as possible on KW Command. It'll be useful when you're reaching out to them.
- Always be business attire ready for your market, especially when you're door-knocking or on the day of the open house.
- Most of your activities are a form of prospecting/marketing, so your calendar should be time-blocked accordingly because it will take you many hours leading up to the open house.
- Sellers do come to the open houses to find the agents they want to list with; they are interviewing you without letting you know. So, how you set up and what you say is important!
- Always ask for the APPOINTMENT!
- Lastly, don't try to rush everything the day of. You won't get the desired results!

We value the opportunity to connect with individuals who share our passion for real estate.



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