

SCRIPTS – OPEN HOUSE

When People Walk in the Open House

Hi my name is _____. Thanks for coming to 123 Main St. The sellers only asked two things. Number one is that you take your shoes off, number two is that you sign in so they know who's been here. Thank you.

Invite Script for Door Knocking or Cold Calling

I know as an expert in real estate in your area that you have a vested interest in keeping values high; therefore I would love to have your opinion on our price and condition at this Sunday's open house at 1 p.m. Can I count on you to come by and give your opinion?"

OR

I wanted to personally invite you to my open house at _____, because I know you are interested in keeping values high in your neighborhood. It is also a chance for you to pick your neighbor; you may know someone who wants to move closer to you. Please feel free to invite your friends and family to come with you.

Follow-up Script After Listing Sells

I wanted to thank you for helping us have overwhelming success and all the traffic that happened at our open house. Now we have a different problem. There's so much interest in your neighborhood that now we have to find a more sellers. Who do you know looking to sell their home in your neighborhood?"

OR

I am excited to share with you that 123 Main street sold in just x days for x% of list price! Now, we have attracted so many buyers to the area through the open house, that we are looking for the next seller in the area, who do you know that is looking to make a move?

Before the Open House: Call to Invite the Neighbors Script

Hello! This is _____ from Keller Williams. I'm calling because (homeowners) have asked me to invite you to the open house on their home at (address) on (date and time). Feel free to drop by, and if you know of anyone from work or a friend that would like to come with you, please feel free to bring them.

By the way, when I find a buyer, I'd like to be able to share with them what people like about the neighborhood. May I ask you what it is that you like about the neighborhood? Excellent!

And, if you were to move, where would you go next and when would that be

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Before the Open House: Door Knock to Invite the Neighbors Script

Hello! This is _____ from Keller Williams, and I just wanted to drop by because (homeowners) would like me to invite you to their open house at (address) on (date and time).

Feel free to bring someone with you from work or a friend or relative that might be interested in buying in your neighborhood.

By the way, when I find a buyer, I'd like to be able to share with them what people like about the neighborhood. May I ask you what it is that you like about the neighborhood? Excellent!

And, if you were to move, where would you go next and when might that be?

During the Open House: Welcome Script

Hi! I'm _____ from Keller Williams. Thank you for coming to my open house today. I've found that people come to open houses for two reasons:

- 1) They are thinking about buying, or
- 2) They are curious about what their home is worth. Which are you?

During the Open House: Neighbor Welcome Script

Hello! This is _____ from Keller Williams. Are you familiar with the property values in the area? Would it be valuable to have a neighborhood report emailed to you monthly, so you can stay in touch with what is happening to values in your neighborhood?

During the Open House: Offer the KW Mobile Search App Script

How does this home compare to others you have seen? Would you like to view information on all homes for sale at any time right from your phone? Let me share my app with you.

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After the Open House: Follow-up Call Script – Seller Focused

Hello! This is _____ from Keller Williams. We met earlier today at the open house. Knowing that you are considering selling your home, I'd be pleased to provide you with an up-to-date home valuation report and market update. Does that sound good?

We could get together tomorrow around 4:00 p.m. if that works for you. Why don't we meet at my office and go from there?

After the Open House: Follow-up Call Script – Buyer Focused

Hello! This is _____ from Keller Williams. We met earlier today at the open house, and knowing that you are considering buying, I wanted to let you know that I did a little digging when I got back to the office and I found several properties in the neighborhood that match your criteria.

I know the house you saw today wasn't quite right, but I think these few others might have some potential. We could get together tomorrow around 4:00 p.m. if that works for you. Why don't we meet at my office and go from there?

General Welcome Script

"Are you out shopping for a home today, or do you happen to live in the neighbourhood?"

If they are a neighbour:

"Are you familiar with the property values in the area? Would it be valuable to have a neighbourhood report emailed to you monthly so you can stay in touch with what is happening to values in your neighbourhood?"

Qualifying A Buyer's Level Of Interest

Agent: Do you live in the neighbourhood?

Prospect: No.

Agent: Oh - what area do you live in?

Prospect: [Discoses neighbourhood]

Agent: So are you thinking of selling your home and buying a home in this area?

[If the Prospect says they do not own a home, you have just discovered that they are a buyer and the reason that they are looking at the house. Using this line of questioning gets the answer without prying. It's very subtle. Your goal is to find out within the first few minutes what their purpose is for attending the open house.]

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Invite People In Your Database To Open House

Hello _____, this is just a quick call to invite you to an open house in _____. I know that you live close to that neighbourhood, and I would love to see you!

I know you are probably not in the market for a house but I'll be there from _____ (time) on _____ (day), and if you want to come over and have some refreshments that would be great!

Invite Renters In The Area to Open House

Hello, my name is _____ from Keller Williams Realty. We are holding an open house right in this neighbourhood, and as a courtesy to the owners, we are inviting all the potential first-time home buyers in the area.

As you may or may not know, we are in an area where renters can buy a home for almost the same amount as they are paying in monthly rent.

So I have some information today for you on how to buy a home with almost zero down and how to get the seller to pay your closing costs. (Give information)

I would like to invite you to our open house this weekend so if you have more questions about it, you can come by for some refreshments and get to know me. I won't take any more of your time, once again, my name is _____, and thanks for letting me interrupt you today.

Call Visitors When Open House Sells

Hello, this is _____ from Keller Williams. This is a courtesy call, you had called, visited, or inquired about the property at _____ (address). I would like to let you know that it has sold. There are other homes in the area that are available, so I just wanted to know if you or anyone else you know would be interested in getting matched up with the other homes in the area that have come up on the market.