

Class Instructions for Class 3

Your week three begins with a Power Point Class to view and a few pages in your text. Pages

Our class 3 will deal with the open house.

The open house is one of the quickest way for you to find buyers, work your farm, and get listings.

Most Agents Don't Run the Open House Correctly

Most agents never run the "Open House" correctly. They do the open house without any purpose but to pass the time and pacify the seller. The open house can be absolute magic for prospecting for buyers and for sellers, the open house is one way to make you seem like the busiest, most active agent in the area.

The Open House Nourishes Your Other Activities

When you do anything in real estate, or most businesses, they should be done in a circular fashion. That is they should plan the open house so that it involves all of their other methods of prospecting and advertising themselves and their presence in the real estate business.

You'll be looking at listings in the area of your open house

The open house should be done so that you are looking at listings in the area that you will be holding your open house in. For example if you were to decide that you were going to work in Long Beach California, that should be your area of expertise, and all of your open houses should be in the area that you have designated as your Farm. We haven't talked about farms yet, but that is an area that you will specialize in.

Get Started on Your Open House on Monday

You should pick your open house the weekend before you are going to have it. When you see anyone, or talk to anyone, you make your open house part of the conversation. "I'm having an open house on Saturday and Sunday afternoon, maybe you can come?" They don't normally come to your open house, but you have just informed them that you are still in the real estate business and you are active.

The Open House Gives you the opportunity to prospect positivey.

1. Tell everyone you meet that you are having an open house.
2. Make up some invitations for your open house and mail them around your farm area, to your circle of influence, past and present clients.

View Every Listing In The Area – Every Property That's For Sale

3. View every listing in the area of your open house. When you preview the listing tell the owner "I'm having an open house this weekend at 1234 Elm Street, normally when people come to an open house they are not that enthralled with it, I have to have other listings to show them. I hope I get to sell your home this weekend."

(this simply shows that you are very interested in their need, to sell their home.)

You can go on “ I’ll bet you don’t know why I want to sell your home.” – they usually say something like “for the commission” you say yes that, but more I would love to drive by your home in 45 days and be able to stop and visit the new owner of your home, you have to admit you have a nice home.”

Send Thank You Notes

4. Send the owner of every home that you preview a thank you note for letting you see their home.

Put an “Open House This Weekend Sign out on Monday

5. Put an “Open House This Saturday and Sunday” sign in the lawn of your open house.
6. Put to many Open House Arrow Signs out. If you think you need 12 use 20 – use to many.
7. Put your open house arrows out as early as you can.
8. Tie 3 gas balloons to each open house sign.
9. At the property put a string of balloons up in the air, the way car dealers do.
10. Have plenty of balloons for the neighborhood kids, don’t let any of them in the open house, but they will want the balloons, they will steal the balloons, and that’s good. Give them the balloons and if they ride bicycles, which most of them do, they will ride around with your balloons tied to the handle bars of their bicycles. They become moving advertisements for your open house.
11. Create a “Dream Book” that’s a binder with all of the current listings that are available in the area.
12. Create a “Slide Show” for your lap top computer. The slide show will have all of the current listings with photographs, and you have seen them this past week.
13. Have a television playing a “Buyer Movie”.
14. You can do busy work while your waiting for buyers to come. Thank you cards, invitations, etc. Whatever you do don’t sit and watch baseball or football games. Pay attention to what you are doing. All business.
15. Telephone all of the owners whose listed homes you visited this week and tell them what happened, I showed your home, I didn’t show your home. Send them another thank you note for the opportunity to sell their home.
16. Make all of your calls before you go home. You shouldn’t take business home with you.
17. Pick up all of your signs and get ready for tomorrow.
18. On Sunday night, get ready for your open house for the next weekend. The open house is a marketing tool. Learn to use it and use it well. You will do open houses for the first year of your real estate career. After that you will rarely have time for open houses.

Scripts and Dialogues you should become very familiar with this week;

Download the “tip of the iceberg dialogue.”

Download Questions and answers for buyers.