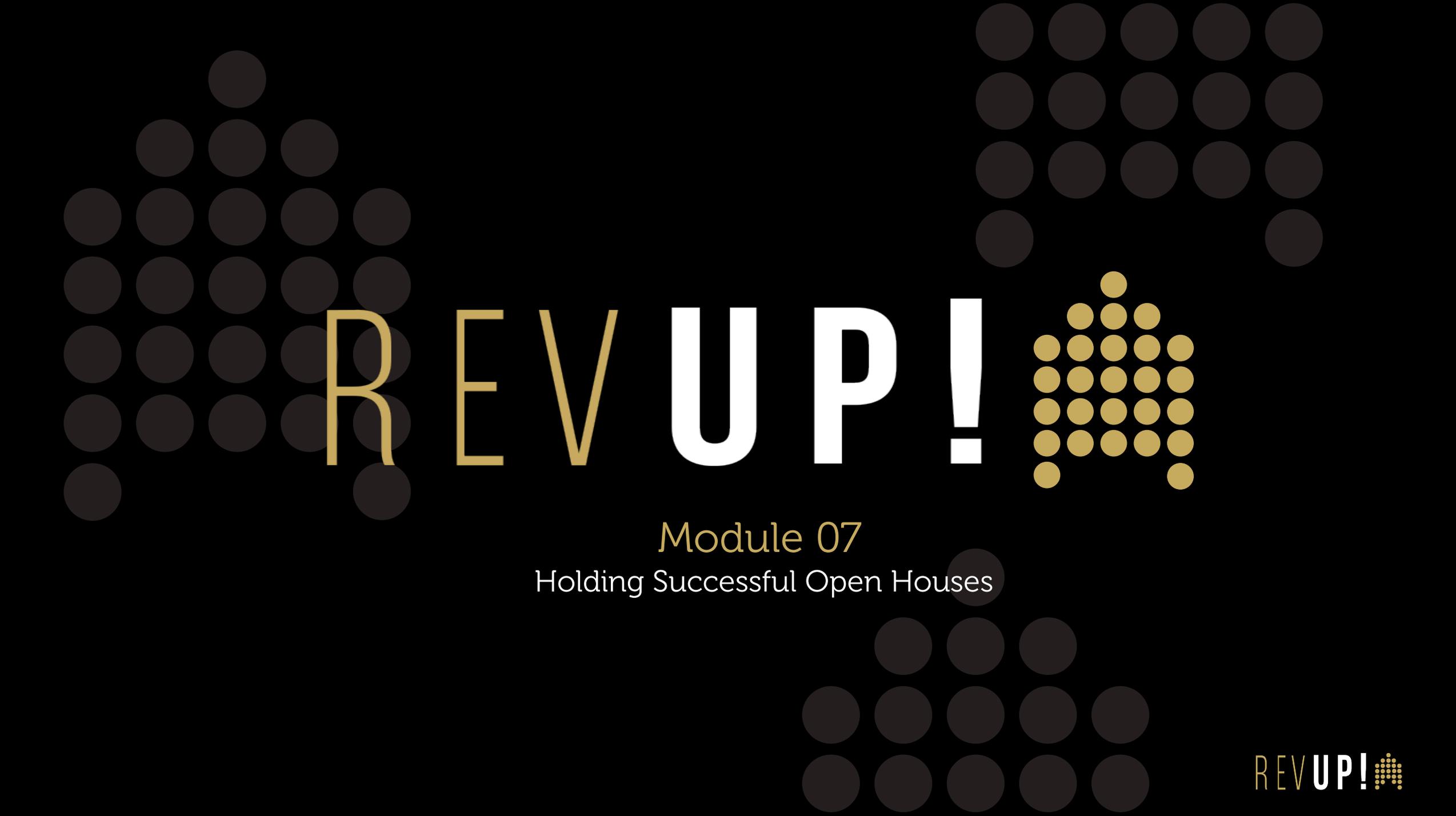


WELCOME TO REVUP!



Coach: MARK PESSIN
VP, Learning & Support



REVUP!

Module 07

Holding Successful Open Houses

REV UP!

MODULES:

- **Module 01**

Introduction to REV UP!

Goals, Planning & Systems

- **Module 02**

Establishing Your Brand

Developing Your Farm

- **Module 03**

Your Database IS Your Business

Creating Your Online Presence

REV UP!

MODULES:

- **Module 04**

The Sales Cycle

Effective Client Communication

- **Module 05**

The Residential Purchase Agreement:
a Detailed Review

- **Module 06**

Working With Buyers

Getting Your Offers Accepted

REV UP! MODULES:

- **Module 07**
Holding Successful Open Houses
- **Module 08**
Financing The Sale:
Mortgage Basics
- **Module 09**
The Residential Listing Agreement:
a Detailed Review

REV UP!

MODULES:

- **Module 10**

Finding Motivated Sellers

Creating Your Listing Presentation

- **Module 11**

Winning The Listing

Marketing Strategies

- **Module 12**

Closing The Sale

Creating Clients For Life

MODULE 07

LEARNING

OBJECTIVES:

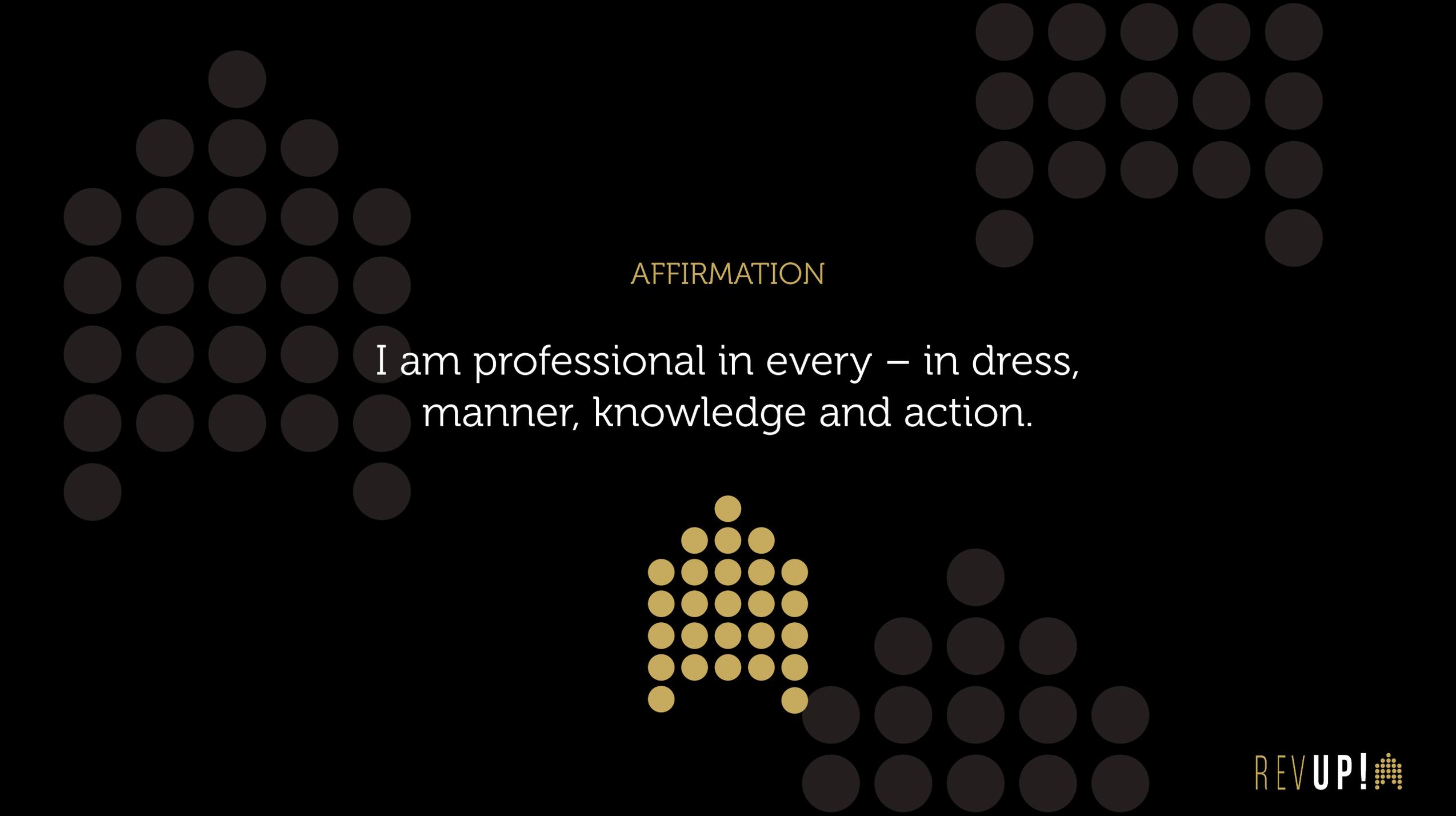
- The purpose of open houses
- How to select homes to hold open
- How to prepare for and increase your attendance
- Staging and setting up your office for the day

MODULE 01

LEARNING

OBJECTIVES:

- A step-by-step method for meeting attendees and getting an appointment
- How to use Spacio to convert more prospects into clients
- Post open house protocol and follow up systems



AFFIRMATION

I am professional in every – in dress,
manner, knowledge and action.

Success With Open Houses

SUCCESS WITH OPEN HOUSES:

Consider The Benefits of Open Houses

- #1 – Lead Generation!
- Exposure
- If done properly, they're a great use of your time
- Worst case scenario: You get lots of work (or practice) done!

SUCCESS WITH OPEN HOUSES:

ATTITUDE...IS EVERYTHING!

- Know that the Open House is going to be productive
- Plan, prepare and know the property and the market
- Dress professionally – You are holding an Open House intending to be hired by prospective Buyers and sellers.

SELECTING THE PROPERTY:

- Location
- Condition, Price and Terms
- Your own (whenever possible & appropriate)
- Research your office listings

SELECTING THE PROPERTY:

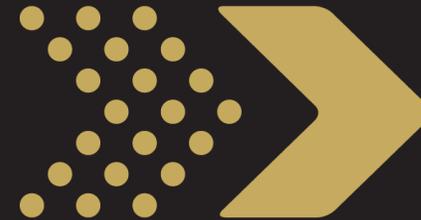
- Invest in personalized yard and Open House signs
- Hold Open Houses on listings in your Farm area
- Vacant vs. Occupied properties
- Weekends vs. Weekdays

SELECTING THE PROPERTY:

ONE

OPEN HOUSE

REALTYONEGROUP
COASTAL



Agent Name
(123) 456-7890

YOUR OPEN HOUSE “KIT”:

- Minimum 6 to 12 personalized Open House signs
- Business cards
- Area info
- Buyer handbooks
- Personal marketing materials
- Property disclosures if available

YOUR OPEN HOUSE “KIT”:

- Clipboard and Evaluation Sheets
- Tablet or Laptop with Spacio

Open House App installed

- Bottled waters
- Table and chairs (if vacant)
- Flashlight
- Pens

Open House Preparation & Promotion

PREPARATION & PROMOTION:

- Preview the Listing
- How many signs needed?
Where?
- Get sign permission
- Know the law re: sign
placement/usage
- Preview the surrounding
available properties (you must
know the inventory)

PREPARATION & PROMOTION:

Call your local title rep for the
address/phone list of the subdivision

- Circle Prospect! (5-10-10)
- Call, Email & Door Knock
- Invite your Circles of Influence
(COI)

COORDINATE ADVERTISING:

- Investigate company advertising
- Order Post cards
- Invites for circle prospecting
- Door hanger invitations
- Post to Internet sites (e.g. Zillow, Trulia, Realtor.com)

COORDINATE ADVERTISING:

- MLS and local association sites
- Post to your website, social media
- Advance notice sign riders
- Advance notice flyers
- Create video announcement
- Boost ads on Facebook

PREPARE FOR OPEN HOUSE:

Information Packet for Visitors

- MLS data sheet
- Property flyer with your info
- Plat map
- School info
- Nearby businesses
- Property feature sheet
- Prepare a CMA on the property and neighborhood update

PREPARE FOR OPEN HOUSE:

Consider a partner for safety

- Address of the Open House
- Hours you will be there
- Anticipated return time
- "Code" you can use if you call and you're in trouble

BREAK



Conducting the Open House

CONDUCTING THE OPEN HOUSE:

The Day of the Open House

- Arrive early
- Memorize lights, doors, windows
- Stage
 - Lights, window coverings
 - Throws, pillows, magazines, etc.
 - Hide valuables
- Bring note cards & other real estate related work to do in "down time"

CONDUCTING THE OPEN HOUSE:

Ready, Set... Action!

1. Acknowledge: "Come on in!"
2. Meet and greet
3. Ask for sign in (Spacio)
4. Engage them with questions
5. Info flyer to non-signer
6. Let them explore on their own
7. Confirm contact info received

CONDUCTING THE OPEN HOUSE:

Ready, Set... Action!

8. Watch and Listen

9. Ask questions that will lead to
appointment opportunities

10. Parties who own

– specific questions

11. Parties who rent

– specific questions

CONDUCTING THE OPEN HOUSE:



THE CMA OBJECTIONS:

- Oh, we wouldn't want you to go through any trouble
- We're not thinking of selling
- We're not ready to sell right now
- We know what it's worth ... We just had an appraisal
- We know what it's worth ... We just had an agent do a CMA
- It doesn't matter since we're never moving

GOAL: MAKE APPOINTMENTS!

- Make as many appointments as you can
- For owners, offer them a free market analysis of their home
- For Renters/Buyers, offer them a “sample” of your Buyer system

LEARN & MEMORIZE “HANDLERS” :

- Review each objection
- Use the student manual and role play each handler
- Practice repeatedly until you know each one by heart
- Note: These handlers do NOT use IVEC, purposely

AFTER THE OPEN HOUSE:

- Return the home as you found it
- Brief the sellers if they return (keep it positive)
- Write a note – say thank you, keep it brief, keep it positive
- Collect all signs

AFTER THE OPEN HOUSE:

- Send thank you notes to all of the attendees
- Report to listing agent (if applicable)
- Add any new prospects captured to your Database
- Follow up, follow up, follow up!

THE ONE HABIT:



REVUP!

