

Open House Domination System

Wealth Horizons Academy | \$147

TRANSFORM OPEN HOUSES INTO A LEAD GENERATION MACHINE

Most agents run open houses hoping to sell the listing. Smart agents use open houses to generate 5-10 new leads per event. This system shows you how.

THE OPEN HOUSE MINDSET SHIFT

Old mindset: "I'm here to show this home" New mindset: "I'm here to meet buyers and generate business"

The listing agent who uses open houses strategically can generate 50-100+ new leads per year from this single activity alone.

PART 1: PRE-OPEN HOUSE PREPARATION

Marketing the Open House

- List on Zillow, Realtor.com, MLS at least 72 hours in advance
- Post on Facebook Marketplace and community groups
- Email your database with the announcement
- Post on Instagram and Facebook Stories daily for 3 days prior
- Put directional signs up 1 hour before (maximize walk-in traffic)

Preparing Your Materials

- Sign-in sheet (name, email, phone, are you working with an agent?)
- Property information sheets
- Neighborhood comparables
- Your business cards (take 50)
- Market update one-pager

- Mortgage payment calculator
- Pre-approval referral cards from your lender partner

Setting Up the Home

- Arrive 30 minutes early
- Turn on all lights
- Open curtains and blinds
- Light a candle or diffuse essential oils (smell sells)
- Turn on soft background music
- Put out water bottles or coffee if appropriate
- Put out your materials at the entry

PART 2: DURING THE OPEN HOUSE

The Welcome Sequence

Every visitor gets the same warm welcome:

"Welcome! I am [Name]. Please sign in so I can follow up with any information. Are you familiar with this neighborhood? ... Great. Let me give you a quick overview of the home. The sellers have done [highlight 2-3 features]. Take your time and let me know if you have any questions."

The Qualification Questions (Natural Conversation)

Work these into natural conversation: 1. "Have you been looking long?" 2. "Are you currently renting or do you own?" 3. "Are you working with an agent?" 4. "Have you gotten pre-approved yet?" 5. "What neighborhood are you most focused on?"

Handling "Just Looking" Visitors

"That is perfectly fine. The more homes you see, the better sense you will have of value and what you really want. Here is my card — feel free to reach out if you have questions."

Then add them to your database and follow up.

PART 3: POST-OPEN HOUSE FOLLOW-UP

The 24-Hour Follow-Up Rule

Contact EVERY visitor within 24 hours. No exceptions.

Sequence: - Same day: Email with home information and your contact details
- Next morning: Personal call to top 3 most interested visitors - 48 hours: Text to anyone who did not answer your call

The Follow-Up Script

"Hi [Name], this is [Your Name]. I met you at the open house on [address] yesterday. I wanted to follow up and see if you had any additional questions about the home or the neighborhood... [pause] ... Are you actively looking to buy in this area? When are you hoping to be in your new home?"

PART 4: ADVANCED OPEN HOUSE STRATEGIES

The Mega Open House

For listings with high potential, invest in a premium open house experience: - Catered food and beverages - Professional photographer doing live video - Neighborhood expert panel (local business owners) - Door prizes for sign-ins

The Neighborhood Open House Tour

Partner with 2-3 other agents to do a self-guided neighborhood tour on the same day. Buyers get more options. You share marketing costs and cross-refer buyers.

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