

## Open House Dialogue that Builds Business

**Maximize your chances of turning your open house lookers** into bona fide prospects for buying or selling real estate. Lookers that stop in have already shown interest in the property because they took the time to stop by. Using too many sales techniques too quickly can chase the prospect away. Using too little can waste the opportunity to discover if this looker has a real estate need. Here are some key questions to use in your dialogue that will help you to gather the needed information to assess the prospect. You will know whether this is a person you want to add to your database that may become one of your future buyers or sellers.

Beginning at the front door, your greeting can set the stage and make the prospect feel at home or ill at ease. Try to make them feel welcome and not smothered and ready to run for the car.



- ***Welcome to the Open House. My name is XXXXX and I am your host today. How did you hear about the Open House?*** Hand the prospect your card. You need to know how he found the open house so you can track your marketing and also gauge the interest of the prospect. If you get his name it is a good sign but no need to press at this point. You will have a chance later.

- **How long have you been in the market for a new home?** This is presumptuous that he is a buyer but this will help uncover the motivation of the prospect. If he are just looking, he will likely tell you. You might just find out that he is gathering data to sell his home or relocate and is trying to meet agents and get ideas. I have had prospects tell me this is how they select their agent.
- **Are you currently working with another agent?** This is very telling as it reveals where the prospect is in the home search and whether you should respect another agent's buyer. Not all buyers realize if they are in a buyer representation contract with an agent so ask more questions if necessary.
- **What particular features are you interested in seeing today?** I am not a fan of following people around and making them feel uncomfortable. However, in an occupied home you do need to keep the security of the seller's property in mind so keep a watchful eye. Start the tour in the rooms where they have the most interest. Stay close by in case there are questions but not underfoot. You want to be able to have a casual conversation at a safe distance. Give them some breathing room.
- **Allow me to show you the XXXXX.** Pick something the prospect has missed that is a highlight/feature of the home. Remember you are demonstrating the home and not in selling mode yet. Watch the reactions and ask more questions as they view the entire home.
- **Do you live close by? Are you familiar with the neighborhood and the schools?** These type questions help you gather data and help you assess the prospect's status. Allow the prospect to view the house and look for more opportunities to engage in conversation about housing information.

- **Please stop by the kitchen** (or wherever you have your open house materials) **before you leave. I have some more information about the neighborhood and other properties you may like to see.** Have financial information on this home ready to show plus have facts about the neighborhood or HOA.
- **The seller would like to hear some comments or feedback today.** Most prospects are willing to help the seller with comments. Using an app like Open House Pro is sophisticated and easy to use and it will track the name and contact information of the prospect. At this point you should know if this is a real buyer that is in the market now or will be later. If this is a NOW buyer set an appointment to get together.
- **Are you planning to visit any other open houses today?** You have the data so why not set an appointment to show them the house online and schedule a private showing for later?
- **Thank the prospect for attending by using the prospect's name.** You should have it by now. Follow up after the open house and through your Open House app to send emails. Don't leave it at just an email but be willing to make a phone call and an old-fashioned handwritten note is always appreciated.

Add prospects to your database and rate them as to urgency. Stay in touch and provide something of value. If you have a CRM or drip campaign capability make sure the prospect will routinely receive properties that will match his interests. Be sure to make personal contact too. Many lukewarm prospects become red hot buyers and you want to be there when it happens.

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