

# Maximize Your Open House Traffic

- **Selection of Open House by Right Price Point and Location – Hold Open What is Selling!**
- **Pre-Marketing: Send Open House Invites to:**
  - o FSBO's
  - o Micro Farm Area Immediately Next to the Property Holding Open
  - o Your Sphere Mailing List
  - o Neighboring Farm Areas
  - o Your Current Buyers
  - o Expiring Listings
- Post Ad for Open House to Drive Traffic on **Social Media Sites:**
  - o Facebook, Instagram, LinkedIn, Twitter
- **Be Early to Prepare the Home.** Lights on, Curtains pulled, Music.
- **Know the Inventory.** Prepare Comps & Other Active Listings so you can talk about other homes on the market.
- **Plan the Traffic Arrow Signs:** Minimum of 3 Signs directing Traffic to Your Open.
- **Provide mortgage information** specific to that home.
- **Registration Sheet** – You write the information, so you can read it. Collect eMail, phone, cell phone, address, Remember “Obviously, I need your information for a record of who’s been in the house, I won’t call you.”
- What **Marketing Pieces** are you using to sell yourself and our company?
- Home becomes your “office”. **Convert those buyers that didn’t like the home** to become **YOUR NEW Clients!**
- **Provide VALUE:** Are you offering to sign them up on for Notifications from the MLS or providing them with a Homebuyer Guide
- **Open Early / Close Late.** – Always re-open house, you may just sell it or pick up another buyer.
- Display your Laptop with a **virtual tour of the home playing.**
- **WHAT IS THE FOLLOW-UP PLAN?** email, Letter, Text, Drip Campaign, Phone Call – Action Plan for 30-60-90-120 day.
- **PERSERVERENCE PAYS OFF.**

Client example: “You are the **only** Realtor who followed-up with me after 11 months.” “If you aren’t interested in the house the Realtor is holding open, it seems like they don’t want to help you.”
- People want to “**Work at their Pace**”. Don’t expect them all to want to buy right now and buy that house. They go on your pipeline list of prospects and they will buy soon. From C to A motivation.
- Offer a **Free CMA on their current home.** Ask if you can come and see their home to be able to better understand their tastes and decorating for when you are looking for a new home for them. This **SECURES & CEMENTS your relationship.**
- **MAKE THE NEXT APPOINTMENT WHILE YOU ARE IN FRONT OF THEM. YOU HAVE LESS PHONE RELUCTANCE AND INCREASE THE CHANCES OF ACTUALLY GETTING THE APPOINTMENT!**
- **Offer to:** Visit their home save them time and money with improvements, View their home to help with search process, may have a buyer for their home before you put it on market.

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