



# OPEN HOUSE PLAYBOOK



# OPEN HOUSE

## PLAYBOOK

### GREY DUCK'S APPROACH

#### GREY DUCK COLLABORATIVE

Joe Schwartzbauer

Twin Cities, MN

Joe@GreyDuckProperties.com

612-743-0274



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# WHY OPEN HOUSES?

Open houses are a vital tool in the new world of real estate. They offer a unique opportunity to create memorable experiences for potential buyers and showcase a property's best features.

When hosting an open house, you're not just opening the door to a home—you're creating an inviting atmosphere where visitors can imagine their future.

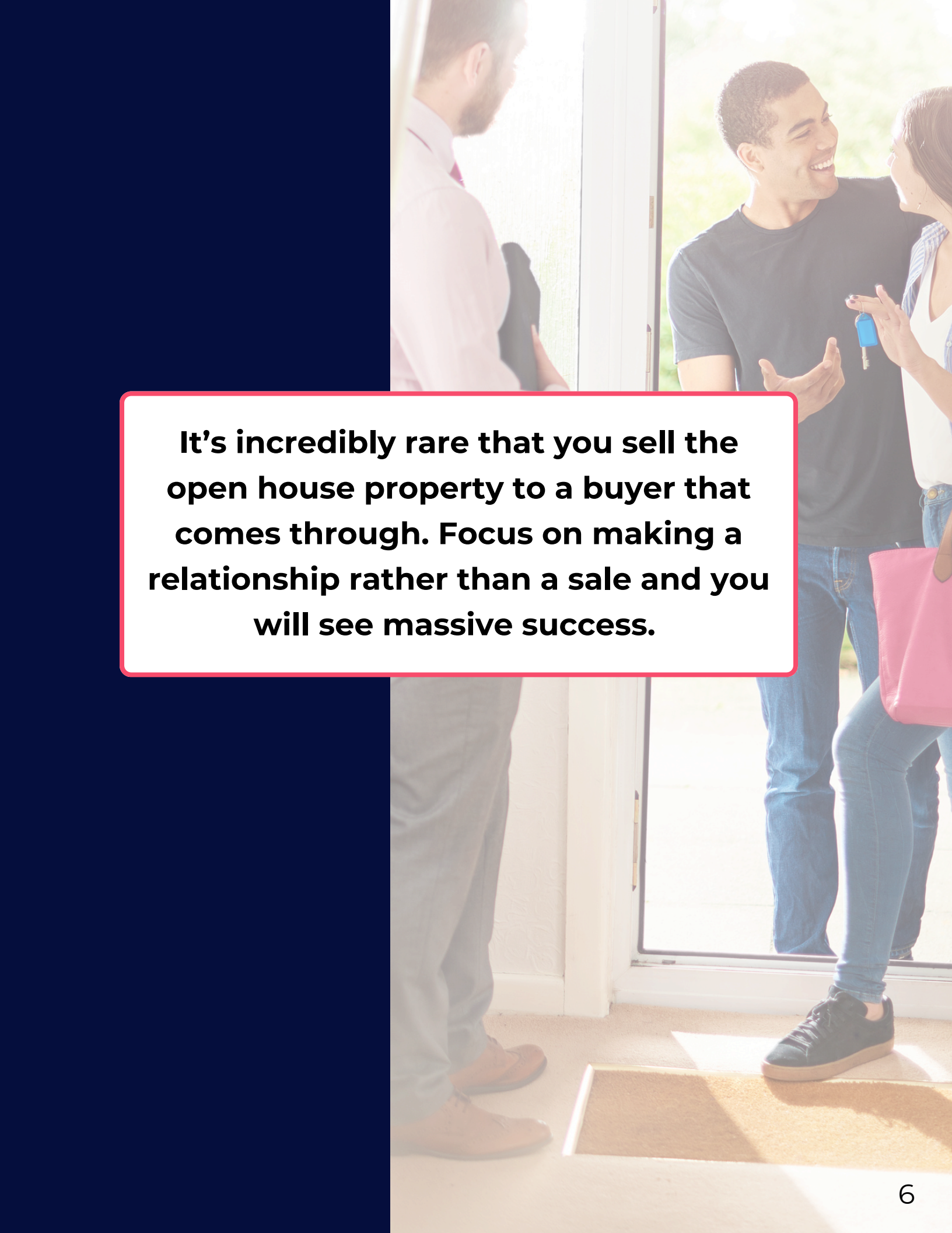
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## WHY OPEN HOUSES?

Open houses are also a chance for agents to demonstrate their expertise, establish trust, and build rapport with clients. They are like an open interview for consumers.

Treating the open house as an 'education center' allows you to provide valuable insights on the property, the neighborhood, and the buying process, positioning yourself as a knowledgeable and reliable guide in their home-buying journey.



A man in a light-colored suit and tie stands on the left, facing a young man and woman on the right. They are standing in a doorway or near a large window. The young man is wearing a dark t-shirt and jeans, and the young woman is wearing a white top and jeans. They are both smiling and looking at each other. The young woman is holding a set of blue keys. The scene is brightly lit, suggesting a sunny day. The background shows a glimpse of greenery outside.

**It's incredibly rare that you sell the open house property to a buyer that comes through. Focus on making a relationship rather than a sale and you will see massive success.**

# KEY FACTORS TO CONSIDER WHEN CHOOSING A HOME FOR AN OPEN HOUSE

- ✓ Is this home in an area I want to work?
- ✓ Will this home draw the clientele I want to work with?
- ✓ Is the home in show-worthy condition and ready for an open house?
- ✓ Is this the best time and day to host in relation to holidays or local events?
- ✓ Is the property attractive enough to entice consumers to come?

# PRO TIPS

- **Act as if this house is not selling and it's up to you with this open house to bring a buyer in.**
- **Be an accommodating host and make them feel "at home".**
- **Every open house is a job interview you are on. Be prepared.**
- **A properly done open house will take you 8 hours. Plan for the entire day.**

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## PRO TIPS

When scheduling your open house see if there are other similarly priced homes nearby.

Reach out to those agents and ask if they would also like to host an open at the same time. You are open to shuffling people back and forth between opens.

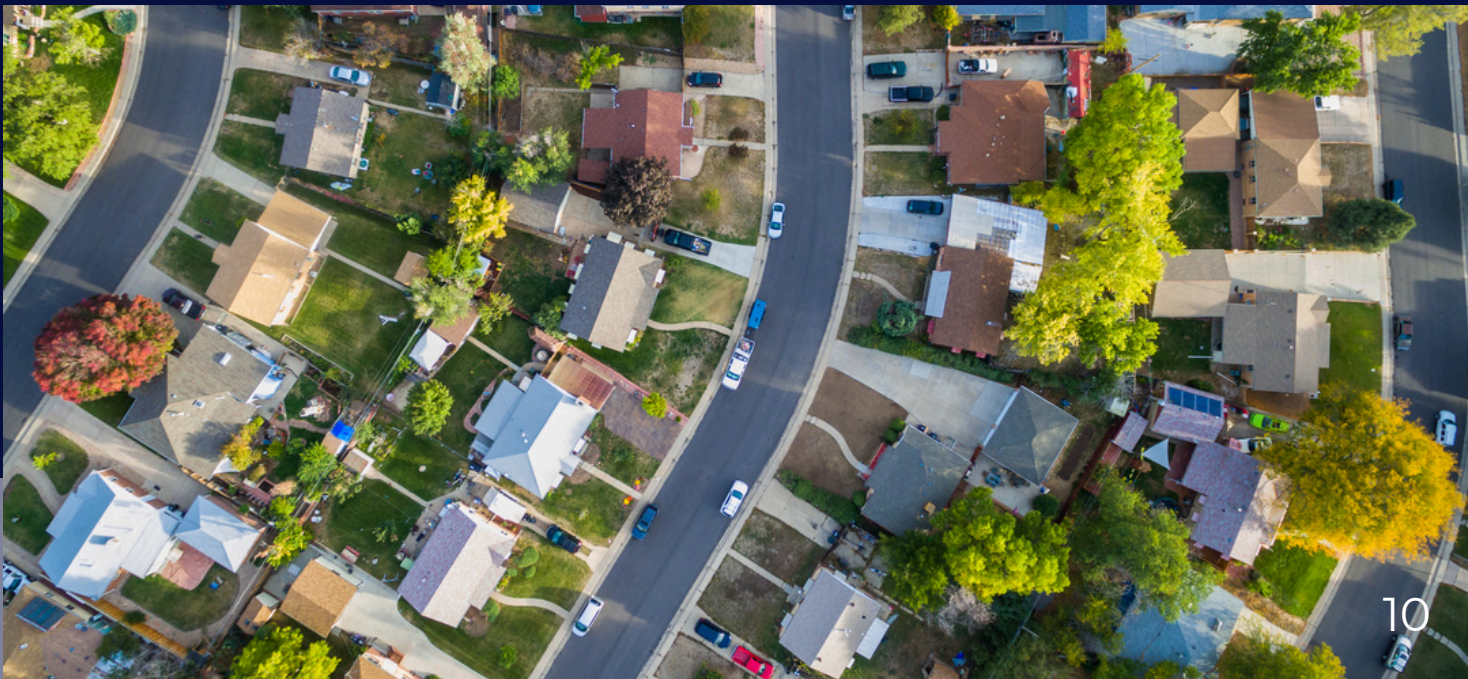
We are agents of abundance and not scared of another agent taking our clients.

# MARKETING TO THE NEIGHBORS

Open houses should bring you more listings.

Why? Many of the neighbors are homeowners.

This is your chance to show them how hard you work and why they should trust you with their future real estate needs.



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## MARKETING TO THE NEIGHBORS

### VISIBILITY AND ENGAGEMENT

Hosting an open house puts you on the radar of local homeowners who may be considering selling. By showcasing your commitment to the process—through professional signage, effective marketing, and a well-organized event—you demonstrate that you're an active and engaged agent in the community.

### SHOWCASE YOUR EXPERTISE

Use this opportunity to highlight your market knowledge, marketing strategies, and ability to attract potential buyers. Neighbors who attend will see firsthand how you present a home, interact with visitors, and handle inquiries—all of which contribute to a successful sale.

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## **MARKETING TO THE NEIGHBORS**

### **DOOR KNOCK**

Door knock the day before the open house. Knock on 50 doors to invite them and start the communication. The communication at the open house will be easier. You are showing them how hard you work.

### **PERSONAL CONNECTIONS**

Building relationships with neighbors is key. Take the time to introduce yourself and engage in meaningful conversations. This personal touch can leave a lasting impression, making them more likely to think of you when they decide to sell their own home.

### **FOLLOW UP**

Don't let the interaction end when the open house does. Send a thank-you note or provide additional information about the market to those who attended. This keeps you top of mind and shows your dedication to providing value, even after the event.

# RESEARCH

- ✔ If it is not your listing, ask the listing agent if you can speak to the sellers. Ask if there is anything they feel needs to be pointed out about the home, features you should be aware of, or things to know about the neighborhood.
- ✔ Research the area. Know the schools, parks, best restaurants, trails, market stats, median sale price, other active homes, pending and recently sold.
- ✔ Print off active, just sold, pending, and other open houses in the area. Know the local market!
- ✔ Ask lender to share financing info sheet

# PREPARATION



Preparation is key to the success of an open house. A well-prepared open house not only ensures that the property looks its best but also allows you to anticipate and address potential buyer concerns before they arise.

By gathering essential information and planing your approach, you create a seamless and professional experience that leaves a lasting impression. Preparation also enables you to confidently answer questions, highlight key features, and guide visitors through the home in a way that maximizes its appeal.



Ultimately, thorough preparation demonstrates your commitment to excellence and sets the stage for a successful outcome.

# PROCESSES

Determine the best route to walk through the home prior to the open. This keeps people moving in the same direction. At a busy open house, don't accompany them - it's your job to stay at the front and greet the next guest. Point out something in the home to give them something to notice or not to miss. Give direction for their tour.



# BUILD TRUST

Don't go for a buyer consult right away, that's sales breath. Build the relationship, ask questions, peel back the onion.

The person asking the questions leads the conversation. The idea is to ask questions to determine if they have an agent without asking if they have an agent. If you ask 99% of people if they have an agent, prior to building a relationship with them, they will say "yes".

Their guard is up, similar to how you respond anytime you walk into a retail store and are asked if you need help finding something.

# ADDITIONAL IDEAS

- **Neighborhood Invitations:** Send personalized invitations to neighbors, letting them know about the open house. Highlight that it's an opportunity to see the home and meet other community members.
- **Themed Open House:** Create a theme that aligns with the property or the season (e.g., a "Date Night" open house, "Holiday Home Tour," or "Wine and Cheese Night"). Offer themed snacks or activities to create a memorable experience.
- **Local Business Partnerships:** Partner with local businesses to provide giveaways or discounts to attendees. For example, offer a coupon for a nearby coffee shop or a gift card raffle.
- **Social Media Campaign:** Use targeted social media ads to promote the open house to the local neighborhood. Create a compelling event page on Facebook and encourage RSVPs.
- **Virtual Tour Teaser:** Post a short video tour of the home on social media a few days before the open house to generate interest.
- **Door Prizes or Raffles:** Offer a door prize or raffle for attendees, such as a gift card to a popular local restaurant, a home décor item, or a service from a local business.

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## ADDITIONAL IDEAS

- **Pet-Friendly Open House:** If the property is suitable, host a pet-friendly open house. Encourage attendees to bring their pets and provide pet-friendly treats or toys. Or, you could even have a pet adoption!
- **Community Cause:** Partner with a local charity or cause, and donate a portion of any sales made during the open house. Promote the event as supporting a good cause to attract more visitors.
- **Kids' Activity Corner:** If you expect families to attend, set up a kids' activity area with coloring books, toys, or even a small craft project. This allows parents to focus on the home while their children are entertained. Hide an elf during the holidays for the kids to find - have a small prize to give them when they find it.
- **Food Truck or Catering:** Arrange for a local food truck or caterer to provide food and drinks. This adds a unique attraction to the open house and can make the event more social.

# CONSIDERATIONS

- Evening open houses on day of listing - catch people on their way home from work.
- Make sure it's not a holiday, important sporting event, or any other event that people are typically busy all day.
- Schedule opens with other agents at other offices. More opens at the same time will draw in more buyers.
- Put balloons on the open house signs
- Instead of an open house, have a "launch party"
- Bring a lender
- Bring another teammate or agent

# **SAFETY TIPS**

**Be alert and always have an exit**

**Use a buddy system - make sure someone knows your schedule**

**Trust your instincts**

**Keep your valuables out of sight, or better yet, in the car**

**Make sure your phone is charged**

**Avoid isolated areas**

**If a situation feels weird, just walk out the front door, and call the police**

# QUESTIONS TO ASK

1. Has anyone sat down with you to explain exactly what it looks like to buy a home in today's market?
2. On a scale of 1-10 what would you rate this home? What would make it a 9 or a 10?
3. What do you think this home will sell for? Why is that?



# GUEST FEEDBACK FORM

Give them your feedback form.

*“This is our feedback form. Please fill it out so we can make sure the sellers do everything they need to in order to sell their home. There is also a “Guess the final sale price” question on there. If you are the closest you’ll win a \$20 gift card to \_\_\_\_”*

OPEN HOUSE FEEDBACK		
Name:	Email:	Phone:
<ul style="list-style-type: none"><li>• How did you find out about the open house?</li><li>• What did you think about the condition of the house?</li><li>• What did you like about the house?</li><li>• What didn't you like about the house?</li><li>• What does this home not have that you'd like to have in your house?</li><li>• Any other notes for us?</li></ul>		
<b>WIN A GIFT CARD!</b> Guess how much the house will sell for and the closest person will win a prize!		\$ _____

# SCRIPTS

Upon a guest entering into the open ask:

*“Hi, thanks for coming. How are you doing today? How did you find our open house today?”*

This answer will help you determine how the conversation should be steered.

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## SCRIPTS

Possible outcomes:

### **“We saw the sign”**

*I'm glad they worked! Do you live in the area?”*

Be conversational. Peel back the onion and ask additional questions based on their answers. Read the room!

### **“We were driving by and saw the signs”**

Likely early in the process and do not have an agent

*“What do you think this home is listed for?”*

### **“We live in the neighborhood and received your flyer”**

Boom! This is likely a homeowner and they are coming to see their neighbor's house and determine your worth as an agent.

*“Fantastic, are you outgrowing your home and want to stay in the neighborhood or just curious about what the inside of your neighbor's house looks like?”*

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## SCRIPTS

Know the best route through the home and tell them what it is. Be the 'tour guide'. When an open house is busy this keeps things flowing. Good flow = good experience.

*"If you walk through (the kitchen) you will find (the living room) next, then proceed upstairs. Be sure to notice (SPECIAL HOME FEATURE). When you are finished, please come find me, have a cookie and let me know what you think!"*

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## SCRIPTS

### EASY, LEADING QUESTIONS TO ASK

*“What has you considering making a move?”*

This question can allow you to ask lots of deeper questions, depending on their answer:

**“We are looking for a larger home”**

*What is your current living situation like?*

**“We saw the home on Zillow”**

You now know they are actively shopping.

*Have you seen any other homes?*

If they say yes ask *“How have you toured those homes? Other open houses?”*

If they say yes, they don't have an agent.

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## SCRIPTS

*“So, (BUYER NAME) you are probably ready to buy this one!”*

Smile when you say this.

*“What are your thoughts on this home?”*

*“So, do you want to buy this home? Is this the one?!?”* Your tone makes all the difference.

# OPEN HOUSE FEEDBACK

Name:

Email:

Phone:

- How did you find out about the open house?
- What did you think about the condition of the house?
- What did you like about the house?
- What didn't you like about the house?
- What does this home not have that you'd like to have in your house?
- Any other notes for us?

## WIN A GIFT CARD!

Guess how much the house will sell for and the closest person will win a prize!

\$

\_\_\_\_\_



# OPEN HOUSE FEEDBACK

*This form gives you valuable insights into what potential buyers thought of your home. Understanding their perspectives can help you make informed decisions about the sale of your house.*

DATE/TIME OF OPEN HOUSE: \_\_\_\_\_

NUMBER OF VISITORS: \_\_\_\_\_

Feedback from potential buyers:

Feedback from agents:

Opinions on price:

Other notes: