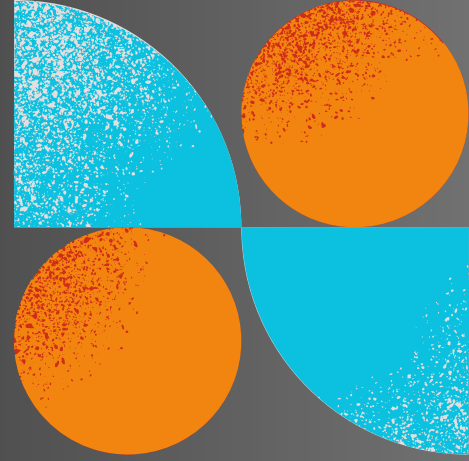


OPEN HOUSE POWER PLAY



A step-by-step guide to successful lead generating for agents.



By: The Lost Master



Open House Power Play

Real estate is a team sport. By partnering with one or two other professionals—whether they’re fellow realtors, lenders, title reps, or others—you can share the workload, split expenses, and receive immediate feedback to continuously improve your approach. With a team of two, expect to invest roughly 16–20 hours of work per week. On average, each open house (with proper planning) may cost around \$100 (materials and gas included, not adjusted for inflation), assuming you have the necessary signs. Most importantly, always be authentic—face-to-face interactions are your chance to build lasting relationships.

Monday – Property Selection & Digital Marketing Kickoff

- **Find a Standout Property:**
 - Choose a house that is either vacant, empty, or well-staged.
 - Ensure it’s easy to access (few turns, not in a gated community) and near busy roads.
- **Book the Property:**
 - Call the listing agent to reserve the house for the weekend (ideal timings: Saturday 2–7 PM, Sunday 1–5 PM).
 - Request all available information about the property.
 - Confirm your open house event is listed on the MLS by the end of the day. If not, select a new property.
- **On-Site Walkthrough:**
 - Visit the property to assess if it’s event-worthy. Check for cleanliness, proper lighting, working power/A/C, and overall ambiance.
- **Digital Marketing Launch:**
 - Create and schedule digital marketing posts.
 - Post on all social media channels throughout the week.
 - Send a mass email to your entire contact list.
 - Use other platforms such as Facebook Marketplace, local groups, Craigslist, Nextdoor, Eventbrite, etc.

Tuesday & Wednesday – Materials & Property Research

- **Prepare Open House Materials:**
 - Secure 20–30 open house signs. If necessary, borrow from team leads or use rental services. If 20+ aren’t available, aim for at least 10.
 - Purchase balloons to tie to your signs for added visibility.
- **Flyers & Door Hangers:**
 - Design and print at least 50 flyers or door hangers. Templates can be found on sites like Canva, Adobe Express, or Zillow.
 - If possible, source additional materials from lenders or title companies.

- **Property & Area Research:**
 - Learn every detail about the property: year built, size, features, upgrades, architectural style, and any neighborhood highlights (schools, grocery stores, etc.).
 - Memorize these details to confidently answer any questions.
- **Pre-Event Preparation:**
 - Gather cleaning supplies to ensure the property is spotless.
 - Arrange air fresheners or candles to maintain a pleasant scent.
 - Prepare a music speaker (fully charged) for ambiance. Prepare a generic music playlist that will not distract guests and instead help them focus, example; Lo-Fi music.
 - Organize snacks (cookies, water, or even a charcuterie board with white wine on ice) to impress guests.
 - Set up any necessary furniture (table, chairs, etc.)—avoid using staged furniture if possible.
 - Download or develop open house scripts to guide your interactions.
 - Collect additional items like an open house flag, cups, platters, and business cards.
 - Pack toilet paper, napkins or tissue paper, and extra water for yourself.
 - Pack a notebook and pen, this is useful to keep track of your guest and the open house without using your phone.

Thursday – Neighborhood Outreach

- **Door Knocking:**
 - Best time: 5–7 PM.
 - Use your prepared flyers/door hangers.
 - Visit at least 50 houses, inviting neighbors to your upcoming open house.
 - If residents aren't home, leave an invitation and continue engaging with as many people as possible.

Friday – Final Preparations

- **Refine Your Presentation:**
 - Practice your scripts and brush up on your property knowledge.
 - Review the market and any outstanding details.
- **Team Coordination:**
 - Ensure all team members are aligned and aware of their roles.
 - Pick up your open house signs and other materials.
- **Logistics & Appearance:**
 - Organize all materials in your car.
 - Choose your outfit—business casual is recommended. For styling ideas, check online guides or fashion sites tailored to business casual attire.

Saturday – First Day of the Event

- **Arrival & Setup:**
 - Arrive at the property at least 90 minutes early (arrive in comfortable clothes and change on-site if needed).
 - **Parking Tip:** Avoid parking in the driveway or directly in front; park down the street to allow easy guest access.
- **Team Duties:**
 - **Staging the Property:**
 - Turn on all lights.
 - Clean visible dust or dirt (including the pool, if applicable).
 - Set up your table, flyers, business cards, and refreshments.
 - Ensure the staging does not obstruct the front door—let the property speak for itself.
 - **Sign Placement:**
 - Place 20–30 signs along the best routes (major roads, corners, etc.) leading to the property.
 - Add extra signs close to the house and use bright balloons to boost visibility.
- **After the Event:**
 - Clean up the property.
 - Turn off lights and secure the house.
 - Pack signs and materials for Sunday.

Sunday – Final Event Day

- **Setup:**
 - If everything was left ready from Saturday, simply turn on the lights and reposition your signs.
- **Post-Event Tasks:**
 - Clean up the property, leaving it as pristine as—or better than—when you started.
 - Collect all signs.
 - Thank the listing agent for the opportunity.

By following this step-by-step guide, you and your team can ensure every open house event is well-organized, professionally executed, and leaves a positive, lasting impression on potential clients. Enjoy the process, have fun, and let your authentic self shine through!



Open House Event Checklist

General Preparation:

- Team Up:** Partner with one or two professionals (e.g., realtors, lenders, title reps).
- Budget & Hours:** Expect about 16–20 hours of work per week; plan for roughly \$100 per event (materials & gas).

Monday – Property Selection & Digital Marketing Kickoff

- Select a Property:**
 - Identify a standout home (vacant, empty, or well-staged).
 - Ensure easy access (avoid gated communities, choose near busy roads).
- Book the Property:**
 - Call the listing agent to reserve the property for the weekend (Saturday 2–7 PM, Sunday 1–5 PM).
 - Request all property information.
 - Confirm the property is listed on the MLS (cancel and choose another if not).
- Property Walkthrough:**
 - Visit the property to check cleanliness, staging, lighting, power, A/C, and overall ambiance.
- Digital Marketing:**
 - Create & schedule posts for social media (Mon–Fri).
 - Email your entire contact list.
 - Post on platforms like Facebook Marketplace, Craigslist, Nextdoor, etc.

Tuesday & Wednesday – Materials & Property Research

- Gather Materials:**
 - Secure 20–30 open house signs (or at least 10 if needed).
 - Get balloons to attach to signs for extra visibility.
 - Print 50+ flyers/door hangers (use templates from Canva, Adobe Express, etc.).
- Property & Area Research:**
 - Learn key details (year built, size, features, upgrades, neighborhood info).
 - Memorize these details to confidently answer questions.
- Prepare the Venue:**
 - Collect cleaning supplies and air fresheners/candles.
 - Ensure your music speaker is charged and ready.
 - Organize snacks (cookies, water, or something more upscale if desired).
 - Set up tables, chairs, business cards, open house flags, etc.
 - Download or prepare open house scripts as a guide.

Thursday – Neighborhood Outreach

- Door Knocking:**
 - Distribute flyers/door hangers to at least 50 houses (ideal time: 5–7 PM).

- Invite neighbors to the open house—leave an invitation if no one answers.

Friday – Final Preparations

Review & Practice:

- Rehearse your open house scripts.
- Review property details and market info.

Team Coordination:

- Confirm roles and responsibilities with your team.
- Gather all signs and materials; load them in your car.

Appearance:

- Choose your business casual outfit (refer to online guides if needed).

Saturday – First Open House Day

Setup:

- Arrive at least 90 minutes early; change into open house attire on-site if needed.
- Park away from the driveway/front of the house.

Team Duties:

Staging the Property:

- Turn on all lights.
- Clean visible dust/dirt (including pool areas if applicable).
- Arrange tables, flyers, business cards, and refreshments.

Sign Placement:

- Place 20–30 signs along key routes (corners, major roads) with extra signs closer to the house.
- Use bright balloons to enhance sign visibility.

Post-Event:

- Clean up the property.
- Turn off lights, secure the house, and pack signs/materials for Sunday.

Sunday – Final Open House Day

Setup:

- Turn on lights and reposition signs as needed.

Wrap-Up:

- Clean the property, ensuring it's as pristine as (or better than) when you started.
- Collect all signs and materials.
- Thank the listing agent for the opportunity.

This checklist should help you stay organized and ensure that every detail is covered for a successful open house event. Happy hosting!