

The background of the entire page is a dark blue color. Overlaid on this background is a complex, abstract line drawing in a lighter blue color. The drawing consists of numerous thin, intersecting lines that form a series of geometric shapes, including triangles, rectangles, and polygons. These lines are arranged in a way that suggests a three-dimensional architectural structure, possibly a building under construction or a series of interconnected planes. The lines are most dense on the left side of the page and become sparser towards the right.

OPEN HOUSE ***BLUEPRINT***

**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA
PROPERTIES
GROUP

Open Houses aren't just for selling ***that house...***

What we mean by that is open houses can be used to generate LEADS for your business. Every individual, couple, or family who walks through the front door of your open house is a potential customer – whether it's for buying or selling! Plus, it can also be used to show how you market a home and get it sold; which will attract potential sellers who like your style.



THE OPEN HOUSE BLUEPRINT

INITIAL STEPS

1. Determine Date & Time

Once you have this solidified, email your Agent Ambassador to update your MLS listing to reflect the open house. This will ensure all websites display when your open house is occurring.

1 WEEK PRIOR TO OPEN HOUSE

1. Candid Conversation with Seller

This conversation may not be an easy one, but it's a necessary one! They have hired you to market and sell their home for the highest and best price so your expertise and what you have to say is important. You only have one chance at a first impression, so make sure it's a positive one!

- Paint front door/cosmetic repairs/declutter
- Staging
- Mulch/mow/trim trees (landscaping)
- Pressure wash fences/driveways/pavers
- Clean/change air filters
- Remove pets and hide all pet related items
 - Rent Ozone air filter to place in the home a few days prior to open house
- Gated community with a code?
 - Follow the correct protocol to get someone into the community
 - i.e. Sign on the gate saying to call the agent on duty (provide name and phone number)

2. Have your Lender create a Rate Sheet

Ask your Preferred Lending Services Loan Officer to create a rate sheet and/or even attend the open house.

- They can create the rate sheet based on the loan type (FHA or Conventional) and certain percentage put down.
- The benefit to having the Loan Officer at the Open House is the opportunity for pre-approvals while in the home and instant answers if a buyer has any.

3. Prepare a CMA for potential buyers

Show every guest how prepared you are by having comps at the ready. Make sure you have enough for each guest to take.

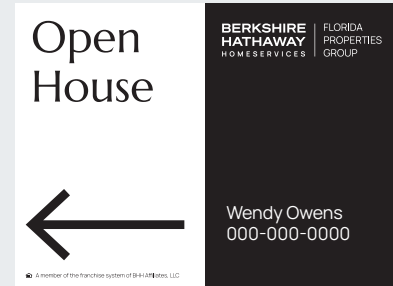
4. Order directional signage and sign rider

Directional signage is a key marketing component to point potential buyers in the right direction.

You have 2 options:

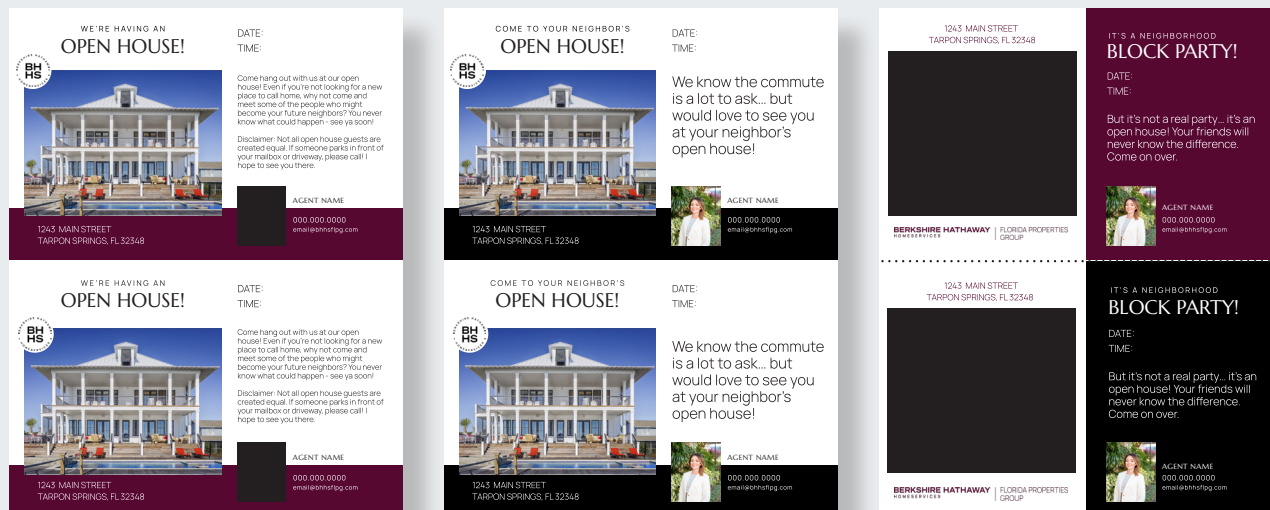
1. You can order these through Frames & Things (accessed via Cab Corner > Marketing > Sign Store)
2. You can customize signs in MADi (under the Resi Property Promo > Open House section) and have your favorite local printer produce them for you

Your yard sign has space for a rider. Order an open house sign rider through Frames & Things to place on your yard sign.



5. Door Knock Piece for the 10-10-20 Neighbors

Get your neighbors pumped for an upcoming open house with MADi's 3 easy-to-use options! You'll just customize, print and cut these invitations in half. Then door knock each 10-10-20 neighbor to invite them or just make them aware! (10 neighbors to the right, 10 neighbors to the left and the 20 across the street)



6. Email the 10-10-20 neighbors

Reach out to the 10-10-20 neighbors in the quickest and most efficient way possible - with an email! Use Remine or Fastpeoplesearch.com to retrieve emails. Copy and paste the following content into the email browser of your choice or even your Cab Corner account.

Date:

Time:

Location:

Come hang out with us at our open house! Even if you're not looking for a new place to call home, why not come and meet some of the people who might become your future neighbors? You never know what could happen - see ya soon!

Disclaimer: Not all open house guests are created equal. If someone parks in front of your mailbox or driveway, please call! I hope to see you there.

Date:

Time:

Location:

We know the commute is a lot to ask... but would love to see you at your neighbor's open house!

Date:

Time:

Location:

It's a neighborhood block party! But it's not a real party... it's an open house! Your friends will never know the difference. Come on over.

7. Email your sellers your Facebook post link to share

You're going to use MADl to create your own Social Media graphic and share it on your Facebook page promoting the upcoming Open House. You'll then share that link with your sellers to share. You can use this script to copy and paste into your email:

Hey [Seller Name]! It's almost showtime and we're ready to get people in the door of your stunning property. Get maximum eyes on it by sharing my exclusive Facebook post link [insert link] across your personal social media networks, plus any neighborhood groups you may be a part of - let's make some noise and bring in a crowd!



8. Invite your sphere, co-broker agents, and your office's agents

Get on the phone, text or email them a personal invitation to your open house. If sending an email, you can share a multitude of items, such as: ecard from CORE Listing Machine, flyer from CORE Listing Machine, or flyer from MADI.

9. Add a Community Event on Nextdoor App

This is an additional level of marketing. You have the ability to add a community event within the community of your seller's home on the Nextdoor App. Your seller can take it a step further by sharing the details of the open house in the "feed".

DAY BEFORE

1. Open House digital ad

Take advantage of the marketing pieces CORE Listing Machine creates for your listings. One item created is the Open House Digital Ad. You'll download that image, go to your Facebook Business Page and create an "ad" for it.

1. You'll need to add the special "ad category" for Real Estate in Facebook at the campaign level
2. Set the location of the open house, geofence a 15 mile radius minimum
3. Spend \$10 total. You'll start the ad the day before your open house and run for 24 hours.

2A. Print an open house registration form

Print an open house registration form from MADI to have ready and available for guests as they arrive. This will be very important for the next step when you follow up with each open house guest.

2B. Use the kvCORE Open House App

Download the kvCORE Open House App from your phone or tablet's app store to capture open house guests and have automation take care of the rest!

Sign in sheet				BERKSHIRE HATHAWAY FLORIDA PROPERTIES GROUP	
NAME	EMAIL	CONTACT	ARE YOU WORKING WITH AN AGENT?	ARE YOU PRE-APPROVED?	

Date: _____ Address: _____

3. Print Open House Flyer

Make sure you have materials available for open house guests to take with them. You have 2 options here:

1. Print the flyer CORE Listing Machine created for you in your marketing package
2. Design your own using MADI



4. Produce & Print Buyer's Presentation

Using CORE Present (in kvCORE) you'll create a Buyer's Presentation, which is basically a 4-page CMA. This shows potential buyers the buyer heat map and the competition for a property like this. Print enough where they can take it with them.

DAY OF OPEN HOUSE

1. Prep the home

- Bake cookies
 - Makes the home smell good/welcoming and is a great treat for your guests
- Soft music in background (not on TV)
- Turn on ALL lights and open window fixtures
- Close toilet lids
- Fans on low
- No dishes in sink/counter

2. Place your directional signage

3. Greet each guest

Greet each guest as they enter and ask them to sign in using your sign in sheet.

4. Share to your social media [post, story, live]

Make sure your SOI knows you're having an open house. You can do a quick video tour and post or even a Facebook Live before the doors open for guests to get one last bit of advertising in and hopefully draw a few more visitors. The more eyes on the property, the better!

AFTER THE OPEN HOUSE

1. Follow up with your open house guests

Follow up with each open house guest either via email or phone number. {Hopefully they provided at least one of those forms of contact} *If you used the kvCORE Open House app, there is automation that takes care of this for you!

Hello [guest name],

Thank you for taking the time to come to our open house at [insert house address here] on [insert date]! As a reminder, the home features [X] bedrooms, [X] bathrooms and [insert another cool feature]! Do you have questions about the features or financing? I'm happy to provide answers. Or if this house wasn't the perfect match, I'd be happy to set up a custom search to help you find "the one"!

2. Open House success social post

If you had a successful turn out, share that good news! Get in front of the camera and record a video that announces how many guests came to your open house or even if any offers were made. This will show your sellers and social media audience that you are putting in the work to get your listings sold.

3. Add guests' contact info to your CRM

Building your database is the number one thing you can do to feed your pipeline. Enter each guest's information into your CRM. This will also make it easier for you to add them to any drip campaigns, such as Ninja Flow or even create a property watch depending on the criteria they are looking for in a home!

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