

How-to Host a Mega Open House



Real estate has always been a competitive game, and the agent with the best strategy is the one who's going to close the best deals. One of the techniques our coaching members have had the most success with is hosting Mega Open Houses. Think of it as your broker's open house...on steroids.

Why Host a Mega Open House?

In the old days, when the internet was just beginning, you could throw together a successful open house with few signs, an ad or two, and you were golden. Then the internet came into its own, and consumers were given more control to information.

Because of so much online competition, the open house has been dusted off, muscled up, and given a new lease on life. Introducing, the Mega Open House. This is a proven technique that works best with your best properties that you're willing to invest a little more time and money on.

Your goal of an open house is to of course sell the home...but an added benefit of the Mega Open House is the sheer number of connections you will make because you're also making valuable connections with people in the neighborhood who might want to sell their homes and you are going to be meeting many, many future buyers.

How to Make Your Mega Open House Stand Out

6-days before:

Place at least 6 tall, brightly colored flags in the front yard of the property and some kind of sign rider that says "OPEN HOUSE SUNDAY 1-4".

In addition to the rider, print a note repeating open house 1-4 DO NOT DISTURB, in WORD put it in a protective sheet and place it on the front door.

5-days before:

If the property is on the MLS update the remarks to include the open house information.

4-days before:

Send out a minimum of 1,500 open house flyers if the property is in your farm. If they are being mailed they must go out 3-days before the open house. If they are being dropped it's better to go out 2-3 days before. Inviting neighbors is a great reason to go door knocking.

Create a short (60 sec) video inviting people to your open house. Email it to your database (within radius)

3-days before:

Place the ad order for the open house directory in the local newspaper.

Create a Facebook boost or ad about the open house. Facebook allows you to target based on geography, income, age and more.

2-days before:

Go door knocking in the area to invite neighbors.

Have necessary items dropped off at your client's home:

Sign in sheet, business cards, color flyers, water bottles with your branding on them, financing sheet from lender, checklist for seller reminding them to put away valuables etc., an update form telling them what's being done in preparation for the open house, and "thank you".

1-day before:

If it's a "HOT" property hold a "by invitation only" open house from 6 to 8pm the evening before the main open house. Invite the neighbors from a 3-4 block radius. You know that you will have a very large turn out the next day so it's very effective to deal with the neighbors first. It gives you the opportunity to secure leads for your seller from the "I have a friend" lead and business around business leads.

Open House day:

6:00 am – Set-up a dozen or more open house signs (strategically placed). Have additional flyers dropped off at any local coffee shops and restaurants that have a big breakfast crowd.

Welcome every visitor personally and focus on making connections.

NOTE: If the home is in your farm, consider having a small gift for your clients who may stop by. For example, a small book or personalized "thanks for the referral" gift. Remember to send them a thank you card later. Letter could read:

"It was great seeing you at the open house today. I just wanted to take this opportunity to say thank you and tell you how much I appreciate your referrals and continued support."

Day after:

Follow-up with ALL leads!

- Add leads to database. Be sure to tag them with the date and home where you met.
- Send warm leads a thank you note along with business cards
- Now that you have added everyone to your database you must treat them with the same care and follow up that you would any other client.

Remember to think long term here. **You're doing this mega open house so that the neighbors remember YOU when they want to sell their home.** You are setting yourself apart. You can create that connection by featuring great properties, taking time to get to know your guests, and welcoming everyone into the home with a memorable experience.