

Open House Buyer Appointments

The majority of open house Guests are Buyers and of those that come through the door some are already loyal to another Agent. We completely respect those that are committed to another Agent.

A listing Agent has a fiduciary responsibility to the Seller. An Agent holding an open house that is not their listing does not have that fiduciary responsibility. Either way, to be fair to the Seller, the Agent must determine whether the Guest is interested in the house before they begin to distract attention from the house. This is as simple as asking, "Does this house interest you?" Or, "I promised the Sellers to ask each Guest whether you are interested in the house. Are you?" From those simple questions you can determine whether concentrate on selling the Open or working to convert the Buyer.

First Impressions

The Guests want to be comfortable and they want information. Greet each Guest with a gracious smile as you welcome them to the house. Ask them to sign in and offer to answer all their questions. Provide them with more information than they were expecting. On the dining room or kitchen table provide information on the community, and the neighborhood, a fully filled out sample purchase offer and addendums, financing recommendations with advantages of each, and detailed closing cost estimates. Include printouts of preselected switch properties in the same area, same price range, same size or same style, properties that the Guest is likely to be interested in if they showed up at this open.

Ask Four Main Questions

As Buyers there are only a few reasons they choose to come to an open house; location, price, size, or a particular feature. So get in the habit of always asking,

1. This house is in Brighton. Are you looking exclusively in Brighton or also in Penfield, Pittsford and the other eastern suburbs?
2. This one is \$279,900 is that your price range or are you looking higher or lower than that?
3. This one is 2,500 square feet with four bedrooms and three baths may I ask is that the size home you were looking for or did you want something larger or smaller than that?
4. This one is adjacent to the golf course. Were you looking for a property on a golf course or did you just like this location?

You will immediately discover those that are loyal to other Agents because the available Buyers will answer you. And they will begin to like and trust you; because you are asking intelligent questions that interest them. These types of questions imply that you know about other properties that have similar characteristics which means you can help them. They will start seeing you an expert and someone they want to work with.

Show Sincere Interest

Then ask, "*Why don't you tell me all the things you would like in house and I'll make a note.*" Once they have answered the questions about location, price, and size they will answer this question. The trust toward you deepens. The Buyer is yours as long as you continue to show sincere interest in them and what they want to accomplish.

Offer Education and Information

Ask if they have reviewed the current paperwork that is used to buy a home in the area. "*Has anyone given you a copy of the contract that you will sign to purchase a home so that you can become familiar with it? I like for people to be familiar with it before you are in the middle of making a \$200,000 decision.*"

"*Are you familiar with the variety of inspections you might want to choose for homes in this area and the roles of the attorneys and other professionals involved in making sure things go well?*"

"*May I suggest that we get together? I don't bite. I promise. I'll go over all of that with you. Give you copies and other information that will protect your interests and make the process enjoyable. No obligation, if we hit it off, and it looks like we will, I'll help you find a great house. If we don't, you'll just be better prepared. Would it be best to meet this afternoon after the open house or early next week?*"

The words contract, sign, and decision are used purposely in a way that may make the Buyers realize that they need someone that they can trust to protect them.



Make the Appointment!

The key to this is to make an appointment AT the open. Not after it.

The only people you should call back are the ones that you didn't get a chance to talk to because you were talking to someone else. Otherwise, you should be converting the Clients to appointments at the open house.

When you do call people back, you use the same language to convert them as discussed above. The only difference is that you open by saying, *"This is Rich Levin, I met you at the open today over on Shepard Street. You were driving the red Subaru. Do you remember me?"*

Or *"you really liked the kitchen, do you remember."* Or, *"you mentioned you were in a hurry on your way to a party, do you remember me?"*

A client of mine, Jennifer who builds loyalty through the use of this approach and this language exactly the way it is described has said to me, *"That is so easy. It makes so much sense to them that the ones that begin to answer these questions just naturally evolve into Clients."* Using only parts of this language and approach will not work. Follow it exactly. Work with it until you have it all and most importantly ASK FOR APPOINTMENT AT THE OPEN HOUSE.

Rich Levin is a Master Coach and Agent Productivity Expert to Real Estate Professional across North America. You can experience him live every weekday on his 1st Fifteen Daily coaching webinars. Register at www.FreeCoachingWebinars.com. For speaking engagements or coaching information you can contact him at 585-244-2700 or Rich@RichLevin.com.