

# Year of the Listing

February – Week 1



Open House Intel!



Real Estate Mortgage Title Insurance

# Communication...

- Great market intelligence starts with **great communication**: knowing what to say, how to say it...factual, valuable communication!
- Sometimes excellent communication is about **telling the story...**
- Sometimes, it's about **creating the story...**
- And sometimes, it's about **being the story!**



With **FOUR** weekends of Open House events,  
**WE ARE THE STORY!**



Real Estate Mortgage Title Insurance

# We have *more* than just Market Intelligence...



- We have *market wisdom*, and a proven track record that Open Houses lead to sales and *more listings!*
- We *drive* Market Intelligence by *showing up* in the market, then *sharing what we learn* with our clients & customers!

It's your opportunity to get in front of prospective buyers AND sellers, shopping for a real estate agent who's both knowledgeable and IN THE GAME!





# \* Multiply Your Opportunities \*

*With 4 weekends of creating urgency & bringing wisdom to the marketplace!*

**February  
23 & 24**

**March 9 & 10**

**March 23 & 24**

**April 13 & 14**



# Create Urgency with Sellers!



- Call **potential sellers** and have them **list NOW** to take advantage of the first event on **February 23 & 24**
  - **More buyers** will be in the market that weekend
  - Many homes sell prior to the open house for fear of increased buyer competition
  - Howard Hanna is spending thousands promoting our Big Event! Why not capitalize on the momentum we've created, without any added expense to the seller?!
- Call **current sellers** to discuss **a plan and price repositioning** for the Big Event

Get ahead of the *traditional*  
“Spring Market!” It’s already here!!



# Create Urgency with Buyers!



Call potential buyers NOW to let them know **new inventory** will be hitting the market in preparation for the first event on **February 23 & 24!**

## Talking Points:

- Take advantage of the recent dip in interest rates **now** – qualify to **buy more home for less money!**
- If there's a home they've been considering, they should **write an offer now**, before competition increases the week of The Big Event!
- Many homes will sell prior to the Open House, for fear of **increased buyer competition**...so savvy buyers will know to act quickly!

# Increase Your Market Exposure!



- Commit to holding a minimum of 1 or 2 Open Houses on **both Saturday & Sunday** of each Big Event!
- Send **teaser eMails** to all your past visitors in Open2Close, promoting this unique opportunity
  - Not using Open2Close yet? No time like the present – but in the meantime, **send eCards** to all your past visitors promoting the Big Event!
- Send **neighbor invites** to the **5-5-10 or the 10-10-20**, inviting neighbors to attend your Opens (and invite them to bring their friends!)
- Create a **video**, promoting your Open House
  - Post it on **social media** earlier in the week
  - Do a **Facebook Live “sneak preview”** the day of The Event!

Use the Events to show your professional skill!



Real Estate Mortgage Title Insurance

# Prepare!



- Create your **highlight sheets**, & have your Mortgage Loan Office create **finance sheets**
- Send **dynamic eCards** to your past buyer & seller clients through your custom eContacts groups
- Hang **riders** & post **Open House signs** early in the week
- Assemble **home buyer & seller handouts** that are not specific to the property



# Prepare!



- Visit **Expired listings** in the area and drop off personal invitations
- Drop off personal invitations to **FSBOs**
- Run the **market info** for the neighborhood & price range so you're well-versed in alternative options in the market
- ***What else?!?***



# The Dialogue



- **Welcome guests** with a smile & thank them for visiting
- Ask them to **sign in on Open2Close** as a courtesy to the Seller, who would like to know who's been through the home today
- **Ask how this home compares** to others they've seen: "What does it have that you like? What is it missing?"

# The Dialogue



- Have you just been looking online & visiting opens? I bet you're frustrated because it probably seems like there are no new listings coming on the market.
- That's because each week in my sales meetings, the agents in my office let us know about the homes they're getting ready to list, and we're able to schedule appointments for our buyers.
- We sell the properties before they even hit the market! So if you're just looking online and at opens, you're really missing an opportunity.

**Tell me again what you're looking for, so I can keep my ears open and let you know about new inventory before it hits the market!**

# The Follow Up



- **Open2Close will automatically send a thank you email** for attending the open, register the visitor in **RealScout** and add the person into your **Engage CRM** to help you stay in contact
- Tweak their **search parameters in Real Scout** based on your conversations at the open
- Look up their **social media profiles** – do you have any friends in common? Do they have any particular interests? This information helps you **build your client relationship!**
- Pull some information about each visitor's current home, and send them information about the **market activity** and demand in their neighborhood

**Set up appointments to show them other properties matching their criteria!**



# A Few Notes about Open2Close



- **93%** of visitors leave their contact info, email or phone number
- **96%** leave their email address
- **73%** leave their phone number
- **69%** leave their email *and* phone number
- **49%** are verified contacts with social media profiles pulled
- **71%** are unrepresented
- **48%** of visitors have a pre-approval

# Why FOUR Big Events?



- Through multiple events, we're able to **create urgency in the marketplace**, prompting Sellers to list homes **now** and Buyers to write offers **now**
- Traditionally, this event has **jump-started the Spring Market** and helped Howard Hanna agents fill their pipeline of business. We look forward to being your partner in generating FOUR TIMES the number of listings, sales and commission earnings!

So let's get ready to be open for business –  
and to show the market **what we know and what we DO!**

