

**EXPLOSIVE SALES GROWTH IN REAL ESTATE
OPEN HOUSES - CONVERTING PROSPECTS TO CLIENTS AT OPEN HOUSES**

As people are finishing up walking through the home, run through the following script.

Agent: “I would love to offer some feedback to the sellers. Could you tell me what you liked best about the home?”

Buyers: “We like the layout and the size. We really like the kitchen.”

Agent: “If you could change one thing about the house, what would it be?”

Buyers: “The busy street. It is a lot busier than we expected.”

Agent: “Anything else?”

Buyers: “We would like a flat backyard as well. We want to be able to entertain outdoors.”

Agent: “Have you guys happened to see 123 XYZ Street yet? It has a lot of the same features, only it’s in a quiet little neighborhood and has a nice patio and yard.”

Buyers: “No, we haven’t seen it yet.”

Agent: (Take out your favorite app and show them a few pictures.) “I am here until 1:00, but I can see if I can get you guys in there later today or tomorrow.”

Buyers: “Tomorrow would be great.”

Agent: “Great. What’s the best number to reach you once I get the appointment set?”

Buyers: “555-555-5555”

Agent: “Perfect. And what email can I send a copy of the listing information to?”

Buyers: “abcdefg@gmail.com”

Agent: “Sounds good. I look forward to seeing you guys tomorrow. I will call you later to confirm the time.”

Here’s the thing. If the people like this house that we are standing in, then I am going help them write an offer and get this home sold. However, we know that only one person will buy this home and lots of other people who attend the open house will not buy this particular home

for one reason or another. If I can offer those people value, like finding them a home that fits their needs during our conversation, then they are far more likely to choose me as their agent.

www.explosivesalesgrowth.com/realestate