

EXPLOSIVE SALES GROWTH IN REAL ESTATE SECONDARY TRANSACTIONS - OPEN HOUSE INVITE AROUND LISTINGS

Agent: “Hey there. I’m (Agent Name) with (Agent Company), and I am not sure if you saw the sign yet, but we just listed (Address) down the street. I wanted to let people in the neighborhood know we are having our first open house this weekend, so if you see a bunch of extra cars in the neighborhood, that is probably why. We are doing a bunch of marketing and expect a large turnout for a home in such a great neighborhood.”

Agent: “Also, we are opening a half hour early for neighbors. Now, I know you probably will not move down the street, but we know a lot of neighbors like to have a comparison for what their house might be worth or they may know someone else interested in moving to the area. We would love for you to stop by if you are around. It might be a chance for you to pick your neighbor. Do you know of anyone who might want to move to the neighborhood?”

Prospect: “Yes” or “No”

{If yes get their info then continue, or if no - just continue with “no worries”}

Agent: “Could you do one thing for me though? Like I said, we expect a ton of traffic through the open house, and since it is such a nice neighborhood, we will get some buyers who love the neighborhood but this particular house isn’t the right fit for them. Will you just let me know if you talk to anyone else who is thinking about selling in the neighborhood? I may be able to connect them with some awesome buyers. Thanks so much for your time. Hopefully we will see you this weekend.”

The thing I love about this script is that it puts no pressure on them. It’s sort of like a public service announcement, just letting them know there may be a bunch of people in the area. And it gives them an invitation to the open house, along with two opportunities to offer a referral or say they are thinking about moving.