



Tammy Burnell-The Profitable Realtor Series Open House Script To Win A Client Every Time!

Open houses are by far the best way to get NOW business. Here is my script that I have used for years and have taught hundreds of agents how to use it for a fast commission check.

While most agents do open houses with no success, inviting the prospect to sign in in hopes of getting accurate information. Most fail because let's be honest, the prospective buyer doesn't want to be bothered.

Here is my script that works like a charm! When the potential buyer comes to the door greet them with these exact words:

HI I AM (NAME AND COMPANY) HOW CAN I HELP YOU TODAY?

By asking this you immediately identify who they are and what they want, eliminating the struggle of getting stuck with the nosy neighbor who just wants to chit chat.

After you have identified that they are a prospect, ask them:

WHO IS YOUR REALTOR? Do not ask them "are you working with a Realtor?" Remember buyers come to open houses just to look at the house and typically don't want to be bothered by an agent. By asking Who instead of Are, they can't lie, they will tell you I am not working with a Realtor or yes I am working with

After you have identified that they are not working with a Realtor, ask them

"WHO IS YOUR LENDER?" most homebuyers have will have already prequalified with a lender so the next question you ask is **"WHAT PRICE RANGE ARE YOU LOOKING IN?"** You never want to ask them what they prequalified for as this is invasive, however they will tell you a price range that they are looking in. word of caution they almost always tell you a higher price than what they are preapproved for LOL!

THAT IS IT! 3 SIMPLE QUESTIONS TO IDENTIFY A PROSPECTIVE BUYER IN LESS THAN 2 MINUTES!

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