

# WELCOME!

## NOT Your “Typical”

## Open Houses –

## Training!



**The Passionate Presenter**

Questions Welcome

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When we hear, we understand  
When we DO, we learn  
When we take action, we know  
When we know, we can teach

3 in 30

Education without Implementation  
is Entertainment!

**“To get something you have  
never had, you have to do  
something you have never  
done”**



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# #NotYourTypicalTraining



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## Question of the Day!

What is the BEST Case Scenario work day for a SALES Person that earns a COMMISSION for a living?

ONLINE LEAD GENERATION



EXPIRED



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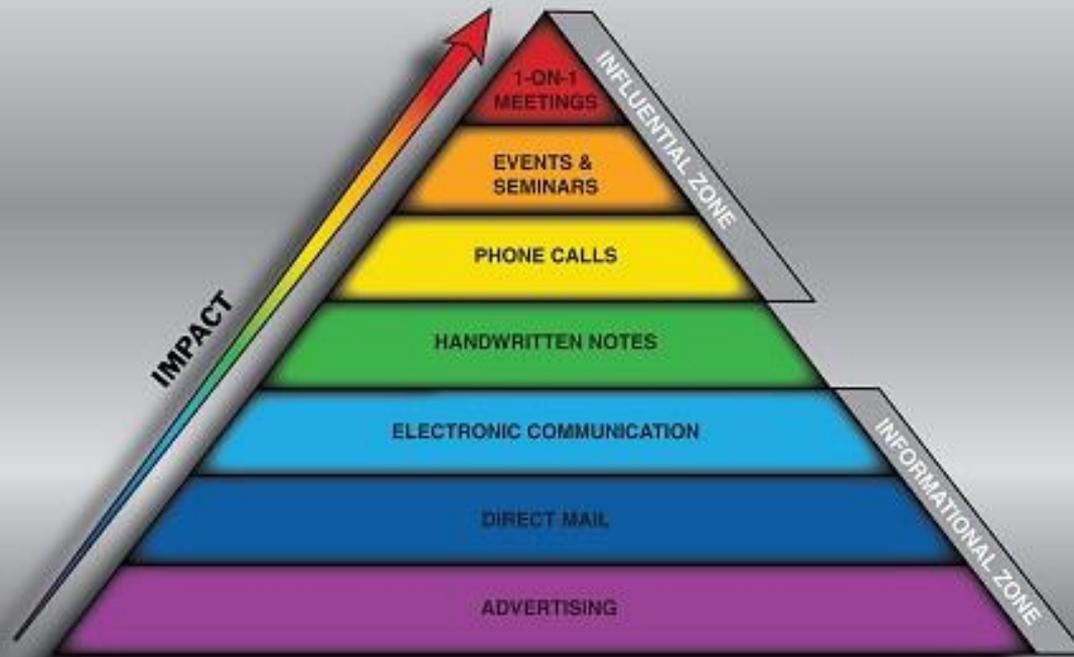
If done correctly  
you will be  
FACE TO FACE!

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## THE SEVEN LEVELS OF COMMUNICATION

COMMUNICATION PYRAMID



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# Why Open Houses Get a Bad Wrap!

- I am just doing to appease the seller
- I have nothing else to do
- I can get other work done while sitting there
- Well, there is a good game on Sunday that I can watch uninterrupted!
- What say you?

# Getting in the right mind set!

If you have a positive outlook your chances for success are over 50% higher!

Beliefs Drive Actions

If you BELIEVE in them, you will have a better chance at winning!

# THE FINANCIAL CONSEQUENCES

**The financial security of a proactive lead generator!**

	Consistent (Phase 1)	Efficient (Phase 2)	Proficient (Phase 3)
Weeks	45	45	45
Opens per Week	2	2	2
Total Opens	90	90	90
Avg. # Through	5	5	5
Total Talks	450	450	450
Set Rate	10%	15%	20%
Total Sets	45	68	90
Show-up Rate	50%	60%	70%
Total Meetings	23	41	63
Conversion Rate	45%	55%	65%
Total Closed	10	23	41
Average GCI			
Total Income			

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# Method to the Madness



- \*High Traffic
- \*Shows Well
- \*Income Goals

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## The Before...

- Try to start 2 weeks prior
- Mail letter to entire neighborhood and draw from neighboring communities as well if desired
- Pull up Expired Listings

Hi Duluth Neighbor,

Exciting News! I want to inform you that your neighbors at 3177 Hill Street have selected me out of 4204 other REALTORS® that work this area to help them move because I take an **invested approach to getting homes sold!**

One of my strategies is to expose the house to as many people as possible – including you and the entire community. Next Wednesday, I will be holding the townhome open from 11:30-2:30 and I want to invite you to preview this great home. You may know of someone at work, church or in your social circles that have been looking to move into this great community. After previewing this home, you will feel confident in telling others about it. I will have information you can take with you to pass along.

If would like to know if your value has changed due to recent sales in the area, then please don't hesitate to contact me at your earliest convenience. I would appreciate the opportunity to serve you without you having to feel any obligation in return.

You can call me at 404-271-4999 or email me at [holly@theonehourcoach.com](mailto:holly@theonehourcoach.com) and I will be sure to get you whatever you need! I hope to meet you on Wednesday to show you this great home!

I look forward to seeing and/or hearing from you! You can always check the latest activity at **[cloudcma.com](http://cloudcma.com) instantly!**

Holly Fogel  
404-271-4999

# Knock on 10 doors

*“Hi, My name is Holly and I am the REALTOR® for your neighbors at 123 FSBO Street. As an added service I will be holding the Smith’s home open on Sunday! I would like to invite you to tour the home in case you know of any friends or coworkers in the area that may be interested in moving in here! After touring the home you will be comfortable telling others about it and I will provide you with a packet you can share.”*

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*“Come by and have lunch and say  
goodbye to your neighbors!”*

*“Are you thinking of making any  
changes this year or have any  
questions?”*

NEIGHBORS Welcome! Sign out front

Post Card or Door Knockers (Lender  
resources)



\$3.05  
Zazzle



\$2.11  
Zazzle



\$2.06  
Zazzle



\$2.36  
Zazzle



\$2.36  
Zazzle



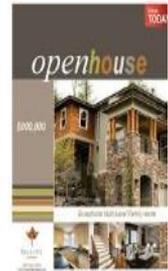
\$8.00  
Etsy



\$7.83  
Etsy



\$6.00  
Etsy

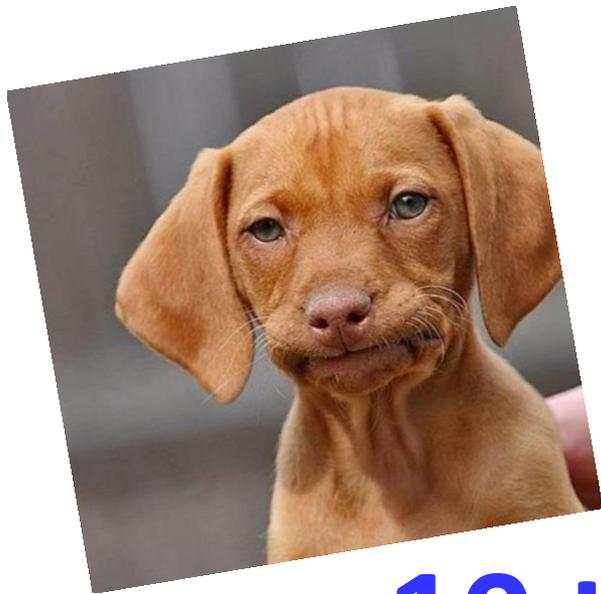


www.zazzle.com/open\_house\_realty\_business\_invitations-137833325940165277

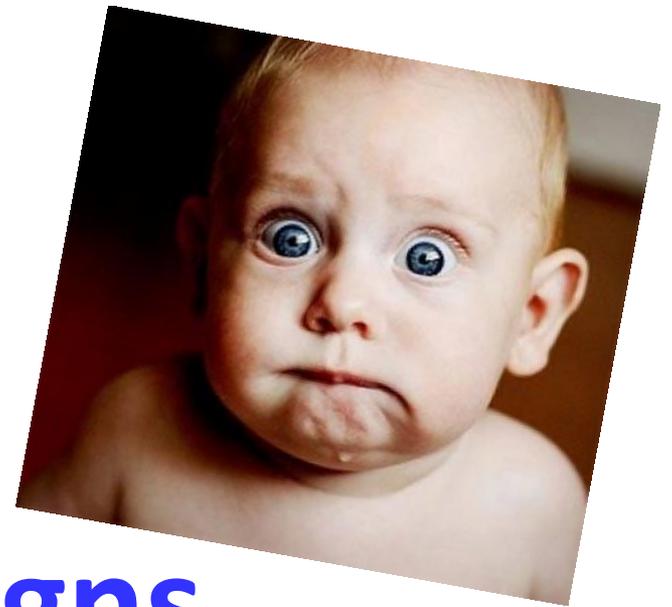
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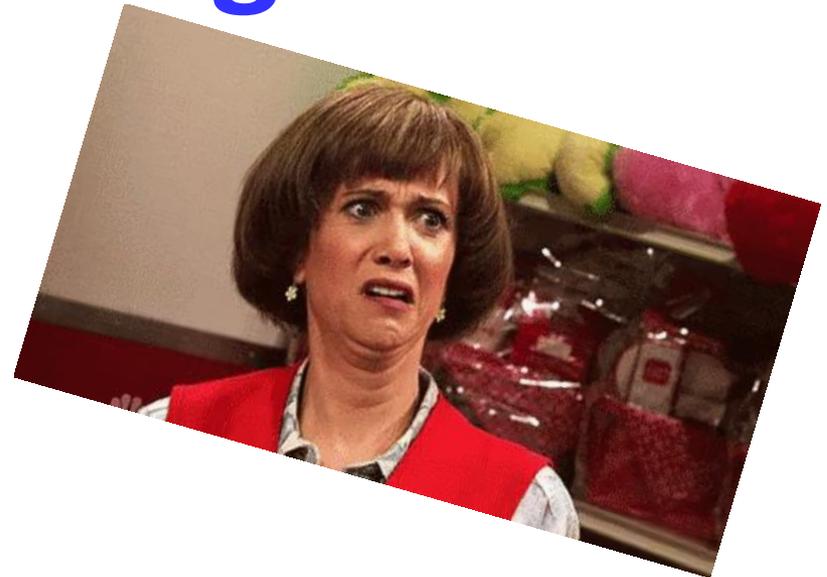
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Signs



10 to 20 Signs



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- Notify ENTIRE Database via VIDEO Email (bombbomb)
- Video to share – Seller, DB
- Make sure you ask people to share!
- Share in office FB account or in-house system
- Ask your fellow agents to stop by if in the area
- Create an avatar ad in FB – direct audience
- Boost – video ad
- Personal page – ask people to share
- Instagram, Twitter, etc.

Advertise on the following:

- Zillow Video App
- Craig's List
- Company Platforms
- MLS Platforms
- Facebook Groups

Every OTHER day for 2 weeks prior –  
nugget a day FB live or SHORT write up  
– include link to house to your website.

# The Day of Prep...

- Put out as MANY signs as possible – the bigger the better!
- Add Balloons to front of community and house
- Arrive 30 minutes prior
- Turn on ALL lights including closets
- Open ALL drapes
- 72 degrees
- Flush all toilets
- Soft Music and nice smelling candles
- Registration areas – avoid using the kitchen!



## The AT...

What to HAVE on hand!

Have goodie packs! Have a PARTY Attitude

Packets of the following:

- How to Protect Yourself When Buying a Home

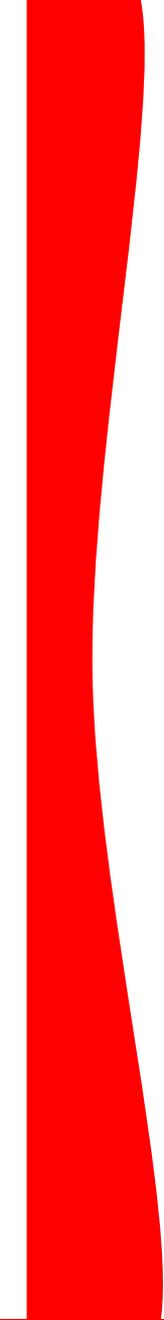
- Tax Record and Surrounding Properties

- Excellent Color Brochure of Property (interviewed)

- Buyer Brochure

- Buyer Needs and Wants Analysis

- All in a Folder!



# Registration

## Clipboards

## Electronic

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REALTOR®

Buying a home is a large investment and one that deserves time and consideration regarding needs and wants. Not being prepared with clear definitions in these areas could lead you to purchase more than you want or need. Kind of like going to the grocery store without a list and while hungry! There is nothing more frustrating than entering home after home that don't satisfy ALL of your needs and 75% or more of your WANTS!

Help me help you! Please identify the following features/amenities as they apply to your needs and wants. A "NEED" (N) is defined as a mandatory item in your next home. A "WANT" (W) is something you would like to have but is not a necessity. An "UNDESIRABLE" (U) is something you definitely do not want. Please place an N, W, or U next to all appropriate features/amenities.

### Characteristics of My Next Home

- |  |   |
|--|---|
| <input type="checkbox"/> <u>Town</u> Home            | <input type="checkbox"/> Breakfast Room           |
| <input type="checkbox"/> <u>Condominium</u>          | <input type="checkbox"/> Island Kitchen           |
| <input type="checkbox"/> <u>Patio</u> Home           | <input type="checkbox"/> Gas Appliances           |
| <input type="checkbox"/> <u>Ranch</u>                | <input type="checkbox"/> Electric Appliances      |
| <input type="checkbox"/> <u>Two</u> Story            | <input type="checkbox"/> Alarm System             |
| <input type="checkbox"/> <u>Three</u> Bedrooms       | <input type="checkbox"/> Whirlpool Tub            |
| <input type="checkbox"/> <u>Four</u> Bedrooms        | <input type="checkbox"/> Separate Shower          |
| <input type="checkbox"/> <u>Five+</u> Bedrooms       | <input type="checkbox"/> Walk-in Closets          |
| <input type="checkbox"/> <u>Two</u> Full Bathrooms   | <input type="checkbox"/> Fireplaces               |
| <input type="checkbox"/> <u>Three</u> Full Bathrooms | <input type="checkbox"/> Swimming Pool in yard    |
| <input type="checkbox"/> <u>Split</u> Floor Plan     | <input type="checkbox"/> Community Pool/Tennis    |
| <input type="checkbox"/> <u>Master</u> on Main       | <input type="checkbox"/> Over 1 Acre Lot          |
| <input type="checkbox"/> <u>Two</u> Car Garage       | <input type="checkbox"/> <u>Cu</u> de sac Lot     |
| <input type="checkbox"/> <u>Three</u> Car Garage     | <input type="checkbox"/> New Construction         |
| <input type="checkbox"/> <u>Formal</u> Living/Study  | <input type="checkbox"/> Fenced Yard              |
| <input type="checkbox"/> <u>Formal</u> Dining Room   | <input type="checkbox"/> HOA - <u>Subdivision</u> |

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Buying or Selling      Time Frame:      1 Month      3 Month      Longer

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Buying or Selling      Time Frame:      1 Month      3 Month      Longer

Name: \_\_\_\_\_ Email: \_\_\_\_\_

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Name: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

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## Your Feedback is Welcome and Appreciated!

1. What is BEST feature and benefit of home in your opinion?

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2. Do you feel the home is worth the price listed?      Yes    No
3. Could you see yourself living here?                      Yes      No
4. How did you hear about this Open House?                      \_\_\_\_\_

Enter our \$50.00 Gift Card drawing to be held **TONIGHT LIVE** on our Facebook Page!

Name:

Cell:

Email:

Address:



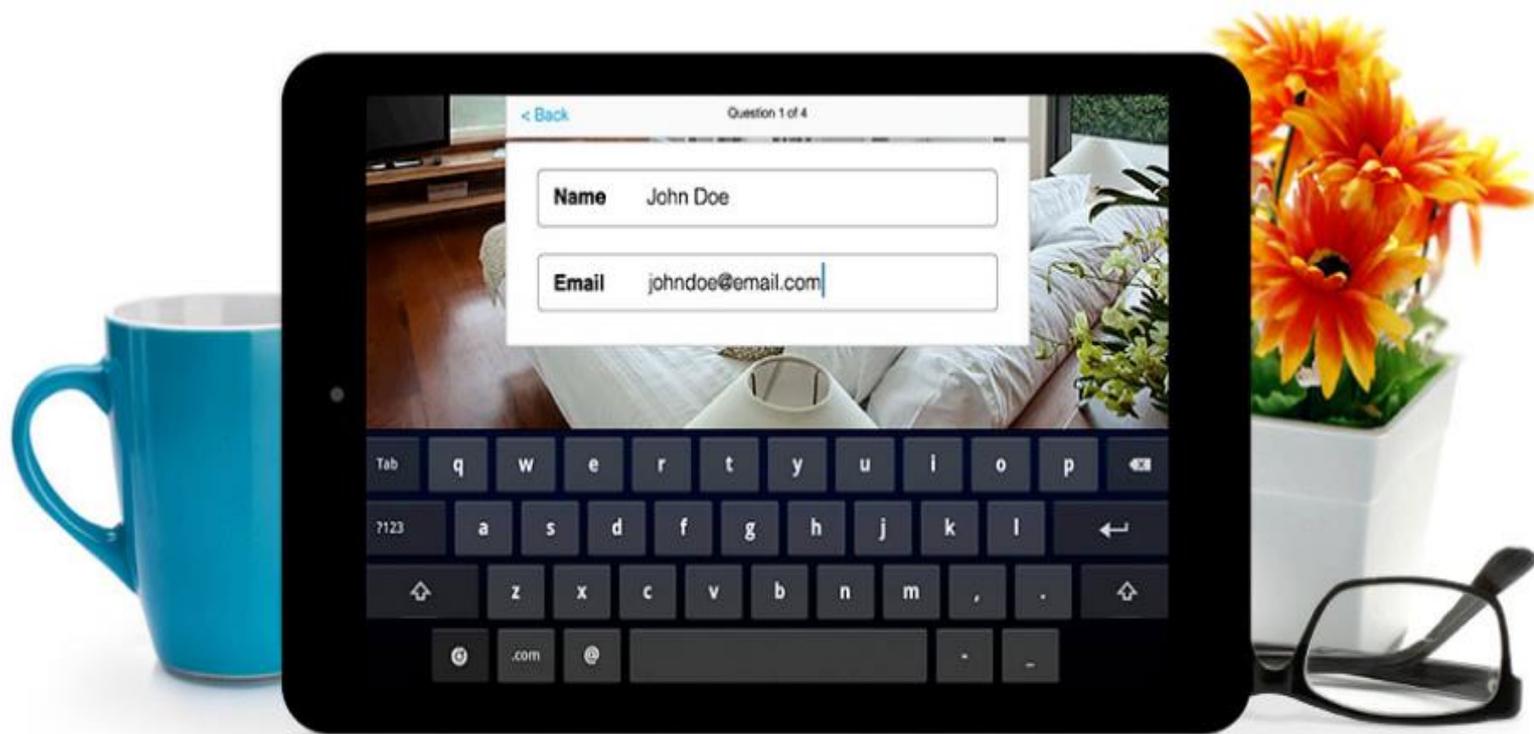
Would you like our Home Buying Master Kit?                      Yes    No

Would you like to know when DEALS hit the market?                      Yes    No

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# Collect and Convert More Leads



 [DOWNLOAD FOR FREE TODAY](#)

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# The DURING...

## The Bottom Line

### YOU MUST ENGAGE

### “Classify the Customer”



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# THE 2% MINDSET

2% OF THE POPULATION

GOING FOR  
YOUR DREAMS

EMBRACING THE UNKNOWN

98% OF THE  
POPULATION

EXCITEMENT

CONFIDENCE

BEING LIKE EVERYONE ELSE

LIKING CHANGE

INSECURE

SURVIVING

EXPLORING  
NEW THINGS

**YOUR COMFORT ZONE**

LIVING WITHOUT  
LIMITS

FEAR

JUST GETTING BY

ABUNDANCE

CHOOSING  
HAPPINESS

A DULL LIFE

PLAY IT SAFE

PROCRASTINATION

REGRET

ACT IN SPITE  
OF FEAR

SETTLING FOR LESS

FULFILLMENT

GETTING THE MOST OUT OF LIFE



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Enter the Open House with  
a Strategy to fill 2  
appointments that week.  
Know the times/days you  
are trying to fill.

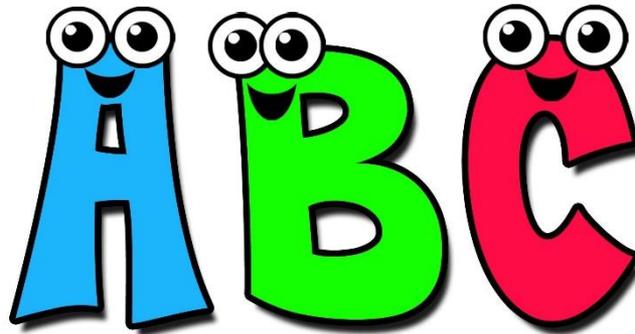
ASK

The Timeframe will determine the letter and thus the plan for effective follow up!

A= less than 45 days, have a deadline

B= 30-90 days out, deadline

C= 90+ - deadline or no real deadline



*“Welcome! Come on in!”*

*“Do you live in the neighborhood? How did you hear about the Open House today?”*

*Well, check it out and before you leave I have a few things to share with you!*

You have a better chance at engaging toward the END of the visit in many instances!

## Timeframe is the most important thing you can obtain!

Where do you currently live?

Where do you work?

What do they like about this area?

Do you have friends and family in the area?

How long have you been looking?

How are you going about finding your dream home?

Do you have someone sending the deals as they hit the market?

What is your monthly budget?

Can we get together for a strategy session? I have today after open or next Saturday at 11:00?

Establish a NEXT step for each customer

## Phrase that Pays!

*“I have a proactive and intentional approach that not only helps my clients **FIND** the home they want, but more importantly **WANT** the home they get!”*

# The AFTER...

Who Attended? – Self Assessment

Thank you Notes for all attendees – via mail first,  
email and/or FB

Video Thank you for all attendees

Put on Property Searches

Commit to NEXT step within week



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The **FORTUNE** is in  
the...

**Follow Up**

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Questions Welcome

[Holly@theonehourcoach.com](mailto:Holly@theonehourcoach.com)



Holly Fogel – The One Hour Coach  
or

Holly Leadstreet Fogel

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