
Open House Policy:

Point A-B

Pre-Open policy

1. Scheduling the open: Highly recommend buttoning up dates by Tuesday that week.
2. Preparing your food & Beverage of choice
3. Preparing the contest/gift card that you intend to host with
4. Have your App or system for contact collection ready
5. Do your research on location, school districts, restaurants, attractions
6. Have signs packed - preferably mapped out 2- 3 roads worth

Agenda

The Day is here:

1. Sign set up: 20 minutes before the start of the open
2. Prepare any staging or food/Bev and sign in sheet or tablet if needed
3. Door is open and welcoming
4. Any mat or designated shoe spot is marked

Start of the open:

5. The Start is here
 6. People begin to walk in:
 - a. Immediately greet people
 - b. Announce your giveaway, show sign in spot(Tablet or form) & Food/Bev
 - c. Build rapport & encourage a walk through
 - d. Try and connect with each person upon entry before their wkth
 - e. Suttly engage people off & on
 - f. As people begin to wrap up their wkth, finalize their experience
 - g. "How does this home fit what you are looking for?"
 - h. Identify hot spots, introduce a solution- Exclusive off Market program
 - i. Invite to meeting or showing, app intro, or solution provided here.
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Exit Strategies

- **As people walk through, adding value and fun is the key.**
- **What are you doing to add value or provide solutions for hot spots?**
- **ALWAYS LOOKING TO GET BETTER AND COLLABORATE**

Action Plans:

1. The open house is now over: What are the follow up plans?
2. By now you should have your list of attendees.
3. First order of business is making a cool way to announce a winner for GC. (Vid)
4. Call the winner- then get a refresher for their experience and If they want to see our exclusive off market platform homes. Create a reason to a meeting or invite them to "Road Map"
5. Call remaining people that didnt win and see how they are doing.
6. Ask about if they want to see any exclusive off market program homes

Next Few Days Post Open Agenda Items

1. Reassess qualifications: People you have not reconnected with call every week to check in.
2. Set up a search and get them on resource emails and drips
3. Make sure notes are accurate in FUB

Post Open Strategies & FU

1. Email Drip
2. Thread through A<B<C clients/Prospects from open
3. Invites to events & check ins after properly tagged and staged
4. Ask TK If you don't know where to put someone or how to FU