

Six Open House Questions (to obtain listings)

The objectives of this open house are:

1. To meet prospective buyers who are also sellers
2. To market the home to buyers and meet buyers
3. To sell the home and satisfy the seller
4. To generate listing appointments. If the open house is from noon to 4:00 p.m., the goal is to have listing appointments after the open house. Take both buyer packets and seller packets with you to the open house.

After the guests to the open house have entered the home and you have greeted them, allow them to “get their bearings” and circulate through the home for a bit. When you sense they are comfortable, approach them and ask these questions:

1. “By the way, do you folks have a buyer’s packet?” Most do not have a packet and they will be immediately attracted to you.

2. “Are you folks from around here?”

If “No”: Where are you from?
What brings you to the area?
How soon do you plan to move?

If “Yes”: Where do you live now?
How long have you lived there? How do you like it?
Why do you want to move?
What homes have you seen that you particularly like?
If you could live anywhere, where would that be?
Do you own your own home or are you renting?

3. “Will you be needing to sell your home to purchase a new home?”

4. “Do you have an idea what your home will bring in today’s market?”

5. “Would it be valuable for you to have a current market evaluation? It will show you what your home will sell for in today’s market, what your closing costs will be, and how many net dollars you will have from your sale to buy a new home?”

6. “I get off my open house at 4:00. If it is alright with you, why don’t I swing by your house on my way home and help you with a market evaluation? That way you’ll know how many net dollars your working with to buy a new home. It will only take a few minutes and there is no obligation.

Open House Listing Appointment

1. Would you give me a quick tour of your home?
2. Rapport – F.O.R.D. Questions
3. Information gathering questions:
 - When did you buy this home?
 - What sold you on it?
 - Have you done anything to it since you bought it?
 - Do you know the approximate square footage?
 - Do you know your approximate loan amount?
4. If you were to sell your home is there anything you would want to exclude? – work bench, dining room chandelier, etc.?
5. Is there any special item you would like to include in the sale? – hot tub, play-ground equipment, etc.
6. Would you like to price your home with _____ or _____.
7. How many properties have you sold?
 - When did you sell your last one?
 - What were your experiences with that sale? How did it go?
8. What other properties do you have that you might need to sell?
9. Based on the information you've given me I'll prepare a current market evaluation showing what your home will probably sell for and your net dollars from the sale. When can we get together to go over it?
10. Here's a package of information that I would like to leave with you. It will give you an overview of the current market. Will you be able to take a look at it before we get together again?

Contacting Neighbors to a Listing

Hi. How are you today? Thanks for coming to the door.

My name is _____ with _____ real estate company.

We have your neighbors, Mr. and Mrs. _____ home, listed for sale (motion in the direction of their home).

As part of our service to our sellers, I wanted to drop by and give you some information on their home (could also invite them to an open house). I also wanted you to be able **to associate a face with the name on the sign**. Do you have any real estate questions that I can help you with?