

Calling Other Realtors to Host Open Houses

1. Search MLS to find "Active" listings at your price point and in the general area you focus your business.
2. Ideally, start with homes that are vacant.

Call the Listing agent with the following dialogue:

Part 1

"Hey! My name is _____ and I am a realtor just like you. I see you've got this really cool house listed at address and I was wondering if I can bring a buyer in for you and your sellers, would that be ok with you?"

If no objections or questions, continue...

Part 2

"So, I am going to do an open house, totally different for you, at your listing at address on Day & Time. It's gonna cost you zero time, zero effort and zero cost. Worst case is nothing happens and the home is still on the market at the end of the weekend. Best case is I attract a full price offer via a great buyer at the Open House and you go pending by the end of the weekend. You're happy because it's pending and no more phone calls from sellers wondering when it will sell, and you get a commission check and your sellers get what they want...their home sold. It is a Win Win for everyone."

"So, I will do the Open House at address on Day & Time. All I need from you is to setup the Open House in MLS and I'll be there on Day & Time."

Who are you?

"Oh, my name is _____ and I see you've got this really cool house listed at address and I was wondering if I can be bring a buyer in for you and your sellers, would you and your sellers be ok with that?"

What company are you with?

"Oh, I'm with Carlson Luxury Group and I see you've got this really cool house listed at address and I was wondering if I can be bring a buyer in for you and your sellers, would you and your sellers be ok with that?"

I'm not interested...

"I get it, so hey if I can be bring a buyer in for you and your sellers, would you and your sellers be ok with that?"

What do you want to do?

Go back to Part 2 (above)

Some objections/concerns you might get are:

Open Houses do not work

"Well, if I can bring a full price buyer in for you and your sellers, would you and your sellers be ok with that?"

I do my own Open Houses

"That's great, if I can bring a full price buyer in for you and your sellers, would you and your sellers be ok with that?"

I only let Realtors in my company do my Open Houses

"I hear ya, if I can bring a full price buyer in for you and your sellers, would you and your sellers be ok with that?"

Sellers do not want an Open House

"That's great, if I can bring a full price buyer in for you and your sellers, would you and your sellers be ok with that?"

I do not want an Open House

"I hear ya, if I can bring a full price buyer in for you and your sellers, would you and your sellers be ok with that?"

If the realtor is just cranky and have asked a few times (7 times in various ways) then move on by saying:

"Hey, I get it. Open Houses are not for you. Before I go, what realtor do you know that has a nice home listed, just like this one, that would appreciate someone like me doing an Open House for them and bringing them and their sellers a full price offer this weekend??"

Variations:

"Hey! My name is _____ and I'm a Real Estate Agent here in _____ just like you. I noticed your house at address and I want to help you get that closed, get you that commission and make you a hero to your seller. Would you be alright with that?"

Uhh, what agency are you with?

"I'm with _____, and the way I do Open Houses will cost you 0 time, 0 energy, and 0 effort. The way I get that done is by hosting your Open House on Saturday or Sunday, just 2 hours each day. Worst case scenario, you're no worse off than you are today; best case scenario we have a full price offer for you by 9:00pm and you're a hero to your seller."

Well, that's fine but we:

- Don't let other brokerages do Opens for us.

"If I could get you a full price offer by 9:00pm, would you be willing to bend the rules? Think of it like a two-hour showing to the public. I bet with a full price offer on a 900k+ home, your broker wouldn't mind, and your sellers would think you're a hero."

- Already have an open that day.

"Awesome, what time? "

- 11-2

"That sounds great, how about I hop in there from 3-5? Or maybe another time? More traffic can't hurt, and I'd love to bring you that full price offer, make you the hero for your seller, and earn you that commission."

- Are you worried about Coronavirus?

"Yeah, I hear that. I'll tell you what, I'm actually stocked up on Purell and Lysol, I'll host the open, and to say thanks I'll have a cleaner do a full surface wipe down when I'm finished. That way you and your clients can rest easy, and I get those interested buyers through your listing."

- Sure, I guess that could work.

"Awesome, thanks again for letting me do that open for you this weekend. If you have time, it'd be awesome if you post the open to the MLS from 11-2. If not, that's okay too. Have a great day!"