

SCRIPT: THE MEGA OPEN HOUSE TALKING POINTS AND DIALOGUE



Hosting open houses is an excellent way to meet people in the area in which you work, along with finding leads and more potential buyers for your client. Open houses also serve as a great way to network, allowing you to spread brand awareness and the services you offer to those who visit the open house.

When a potential buyer walks through the doors of your open house, follow this real estate script below:

YOU

*Hi, I'm (name) working with (company name).
How are you doing today?*

Great! How are you?

**POTENTIAL
BUYER**

YOU

Fantastic! What is your name?

Provides name.

**POTENTIAL
BUYER**

YOU

*(Potential buyer's name), what brought you to
my open house?*

I saw a listing in the local newspaper

**POTENTIAL
BUYER**

YOU

Do you have a type of home you're looking for?

A raised ranch with three bedrooms.

**POTENTIAL
BUYER**

YOU

Has anyone been helping you with your home search?

I've been looking by myself.

**POTENTIAL
BUYER**

YOU

What areas have you been looking at?

I'm interested in this neighborhood and surrounding neighborhoods.

**POTENTIAL
BUYER**

YOU

Have you seen any homes that you've liked?

I liked a few raised ranches and a couple of colonials I toured.

**POTENTIAL
BUYER**

YOU

Wonderful! What held you back from making an offer?

I wasn't sure if it was right for me.

**POTENTIAL
BUYER**

YOU

Do you have a price range?

\$750,000

**POTENTIAL
BUYER**

YOU

Excellent! What's your lender's name and how much did they approve you for?

Through a conversation with a potential buyer at an open house, it's important to understand their wants and needs. If they tour the home and decide it's not right for them, make sure to let them know you have multiple other listings that might be a perfect match and that you'd be interested in showing them.

Posted with permission from Tom Ferry

<https://www.tomferry.com/articles/real-estate-prospecting-scripts/>

*Scripts provided are meant to be a template for a conversation. Before using any script, the user must observe any city ordinance on door-knocking and other activities; verify they are not violating any Do-Not-Call, Do-Not-Text, or Do-Not-Email lists to solicit, or any activity under the Telephone Consumer Protection Act; follow all of your MLS' rules, including but not limited to, not using information obtained from the MLS to solicit sellers; and ensure that user is not interfering with any exclusive relationship with another REALTOR®.

