



Open House Scripts

INVITING PEOPLE TO THE OPEN HOUSE

Kevin Ward @ [YesMasters](#)

- Hi. My name is [NAME] with [BROKERAGE] . I wanted to drop by and let you know about an open house event we are going to be having over on [STREET] this [DAY] for the [NAME]. I wanted to invite you to come by and take a look and also to find out who do you know that would like to move into our area?
- Fantastic, well I look forward to seeing you there. Just out of curiosity, when do you think you might be ready to make a move?
- Wow. How long have you lived here?
- Great. Where did you move from?
- Good for you! So what brought you to this area?
- Excellent! If you were to move again, where do you think you'd like to go next?
- Well, that's exciting! And how soon would you like to do that?
- Terrific! Well, it sounds like our next step would be to set up a time to get together and take a look at the best way to make all that happen for you so you can go to [DESTINATION] by [DATE]. Won't that be exciting?
- Fantastic. So which would be the best time for us to get together, [DAY 1] at [TIME 1], or [DAY 2] at [TIME 2]?

Ricky Carruth @ [Zero to Diamond](#)

- Hey [NAME], this is [NAME] at [BROKERAGE], how are you doing today?
- Cool, look, I don't want to take up too much of your time today, but I'm doing an open house in your neighborhood tomorrow and I didn't know if you wanted to stop by or if there were anything else in the world I could do for you?



Avi Becker @ [The SB Group](#)

Hey [NAME], this is [NAME], I'm sorry for the random call. But here's the thing. I'm holding an open house at [ADDRESS] for [PRICE] and I'm going to get a lot of people that are probably preapproved ready to buy but the house isn't a good fit for them. I know that your house was listed for rent/for sale and I was wondering if I can bring some of these people to your house if it not too much of an intrusion. Because I'm going to be meeting all these people in this price point in this area and I was wondering if I could bring them by [DAY 1] or [DAY 2]?

DURING THE OPEN HOUSE

From Borino @ [Borino Productions](#)

- Thank you very much for stopping by. Would you please fill out the guest registry completely and make sure it's legible. Thank you.

Angela Leach @ [The Real Estate Routine](#)

- Hey guys, welcome to [ADDRESS]. My name is [NAME]. Just to refresh your memory, this is a [#] bed [#] bath home with [AMENITIES]. If you guys have any questions I will be right here and feel free to take your time and look around.

Once they're done looking

- So we do have our disclosures out. We have our inspections. I would love to send them to you. Who are you working with?
- Great, I would love to send you these disclosures. What is your email?



FOLLOW UP SCRIPTS AFTER THE OPEN HOUSE

Kelly Cook @ [Kelly Cook Real Estate Group](#)

- **VIDEO TEXT:** Hey this is [NAME] with [BROKERAGE]. Guys, thank you so much for coming to my open house. I know your time is valuable and I really appreciate your taking the time to stop by and see this house. I would really like to help you guys out if there's ever anything I can ever do for you. Please call me at [PHONE NUMBER]. Otherwise, we'll be in touch! Have a great day!
- **OPEN HOUSE FOLLOW-UP EMAIL:** Thank you so much again for coming to my open house. I took the liberty to send you properties in the area. Now I don't know exactly what you are looking for but I want to keep it general to start with. Based on your feedback to this email, I will definitely tweak the criteria and narrow it down for you so you have a good sample set of properties to choose from. Let me know if I can help! Thank you so much!

INCLUDE MLS PROPERTY SEARCH RESULTS

- **PHONE:** Did you receive my email from last night? What did you think? What can I do better for you?

Julie Youngblood @ [Youngblood Coaching and Consulting](#)

- Hey, this is [NAME].

[NAME]?

- Yeah, [NAME], I met you at the open house on [DAY]. Well, I just wanted to follow up. Did you end up buying a home?

No

- BEGIN [LPMAMA SCRIPT](#)