

# MAKE \$50,000 AT YOUR NEXT OPEN HOUSE!

Make it THE Most Productive and Profitable 2-3 Hours of your Week!

**The highest probability of converting the lead at your next Open House is to ASK for the ORDER right in front of them.** That's right...don't wait until Monday or Tuesday to follow up...Convert them right then while they are in front of you. Here are 6 Ways to get yourself a listing appointment with your next Open House visitor who is also a listing prospect:

- 1. Invite Yourself to their home by offering YOUR personal Value Proposition.** Offer Your Expert Advice before they make Improvement List to Save the Seller Time and Money. *"You mentioned earlier that you will be making some improvements to get your house ready for sale...I can help. In fact, you need me now before you start the process. I can save you time and money by taking a quick tour of your home and telling you what improvements to make. I know what buyers like and you may think the foyer floor needs replaced and I may say keep the floor and put the money toward something else in the house that will get us more showings".* Become invaluable now at the beginning of the process. Do not give away all your 'secrets' until you have listing signed. This offer of your valuable services was to get you an appointment and give vague suggestions until you have the listing.
- 2. Help in Home Search Process.** *"Since I just took your home search parameters and I will be looking for a home for you, it will be helpful if I can see your home to see your décor, furniture size and style so that when I see the exact right house I will be able to know the paint colors are just like yours or that your furniture will fit because I have been in your home."* This makes perfect sense. You continue to show your value and solidify the relationship that you have been "hired" by them to help them buy and sell their homes.
- 3. Lastly, tell them you may have a buyer for their home before it goes on the market.** *"The last reason I would like to see your home is that I am working with several buyers as well as my team at the office and we have a 'waiting list' for the right house to come on the market and they are always looking for houses in your neighborhood and price point, so I may have a buyer between now and the time you are actually ready to put the house on the market who we could show your home to and actually sell it at the right price of course. Would you be interested in selling for the right price and terms? Even without the hassle of formally putting it on the market. We sell a lot of homes this way and seller's love it."* This creates a Private Listing for pre-marketing opportunity for you every time.
- 4. Offer the new client a Home Buyer Packet or Guide Show your value by offering them something that no one else is doing out there!** Put everything in this 'packet' and make it special. Include Mortgage, Title, Insurance information and your Bio and How to Search for Homes on the Internet, How you Work Best – Explaining how you work if they see FSBOs, Open Houses, New Construction homes, etc.
- 5. Ask for the Appointment. Yes, right then. Ask.** *"Which is a better time for me to stop over for 20 minutes this week – Thursday at 5:30 or Saturday morning at 10?"* This is the way to ask for the appointment and close them to commit. Of course, you will take your marketing proposal and listing agreement to this appointment and if nothing else leave the material with them OR get a PRIVATE listing until they are ready to put the sign up.
- 6. -Cement the Relationship to have them "hire" you.** Just think – When you get the appointment you will be a guest at this potential seller's (your new client's!!) home; Thus, cementing the relationship that they have had you in their personal home. This helps you get more dialogue about their plans for selling and buying...through you – their new agent!

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