



# ACTION PLAN

## MEGA OPEN HOUSE

Everything you need to effectively book, market, and host a successful Mega Open House.







# MEGA OPEN HOUSE

## INTRODUCTION

Welcome to the **Mega Open House Marketing Action Plan** – designed to help you create brand awareness for your business and generate new leads utilizing a FSBO Property, EXPIRED Property or a current Brokerage Listing. This campaign's objective is to create a dominating presence in your farm area, generate interest in your services, and create leverage in order to generate new listings and business. What's included:

- Open House Street Signs
- Facebook Ad Copy
- Facebook Ad Design
- Targeting Worksheet
- Video Tutorials
- Marketing Prep Checklist
- Daily Marketing Schedule
- Day Of Prep Checklist
- Daily Schedule
- Scripts
- Permission Forms
- Check Lists
- Flyer Designs
- Eblast Designs
- Table Top Sign Designs
- Sign-in Sheets



**CLICK. PRINT. GO!**

## **ACCESS YOUR DESIGNS IN CANVA**

Click on Buttons Below to Open Designs, Make a Copy and Begin Customizing.

[Permission Forms](#)

[Eblast #2 Design](#)

[Sign-in Sheet Design](#)

[Agent Flyer Design](#)

[Table Top Signs](#)

[Facebook Ad Design](#)

[Agent & Lender Flyer](#)

[Social Media Post #1](#)

[Open House Street Signs](#)

[Eblast #1 Design](#)

[Social Media Post #2](#)

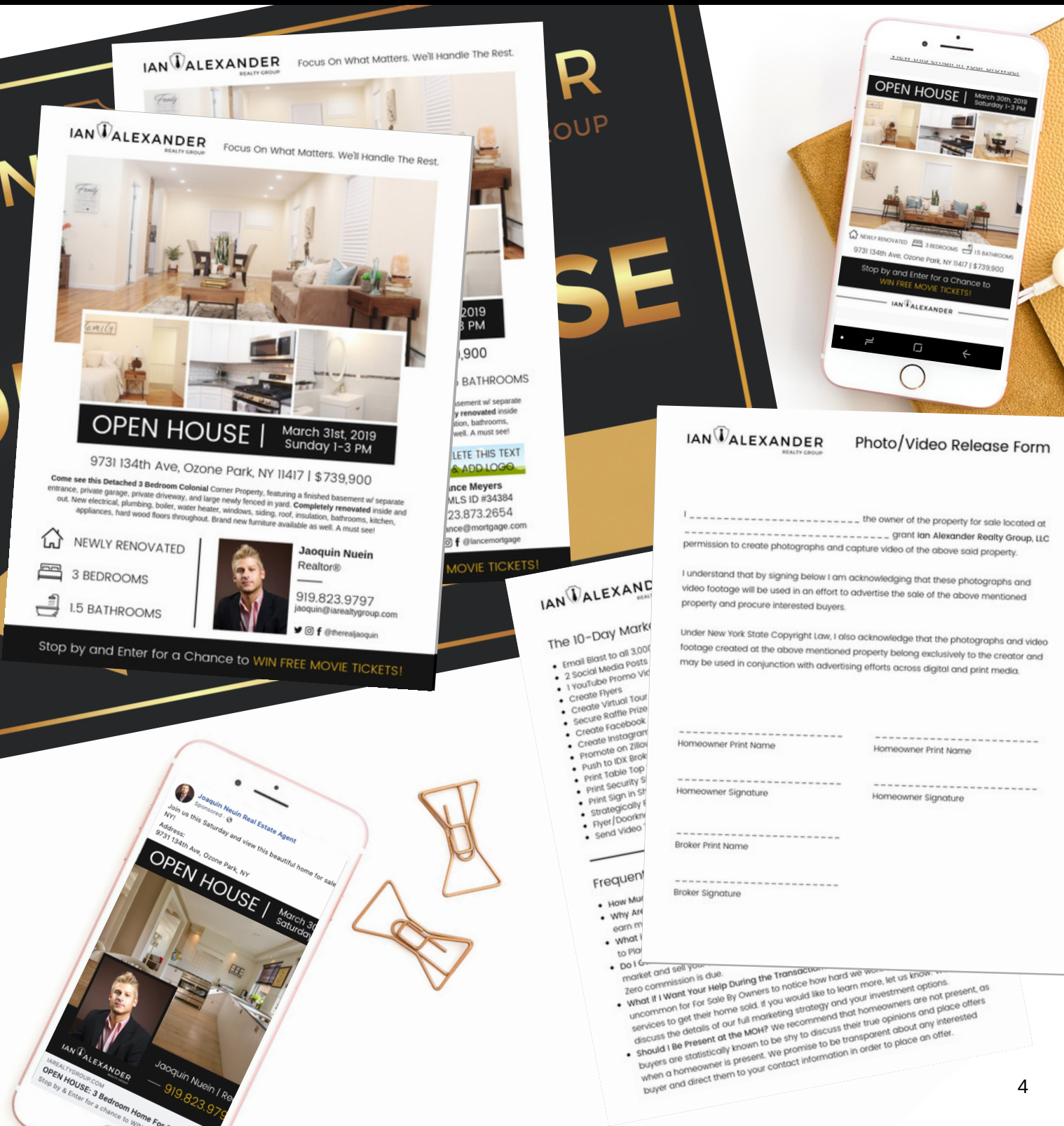
[Please Sign In Sign](#)

\*Don't Forget To "Make a Copy" of the Designs Before Making Changes.



# YOUR DESIGNS

We've created these customizable marketing materials with your business in mind.





# TO-DO LIST

- Read F.A.Q & Marketing Notes
- Locate Property for Mega Open House
- Practice Script
- Prepare Permission Forms
- Prepare For Appointment
- Schedule Mega Open House
- Shoot Property Photos/Video\*
- Squad Up!
- Prepare Marketing Materials
- Print Marketing Prep Check List
- Order/Print Open House Street Signs
- Order/Print Flyers
- Order/Print Table Top Signs
- Order/Print Sign In Sheets
- Order/Print Sign In Request Sign
- Order Recommended Materials\*\*
- Post Property Tour Video
- Send Eblast #1
- Run Facebook Ad
- Social Media Post #1
- Plot Outdoor Signs Placement
- Pre-Order Balloons
- Plot Doorknocking Route
- Plot Hub Marketing Route
- Call/Invite Geo Leads
- Social Media Post #2
- Send Eblast #2
- Confirm Open House with Seller
- Follow Day Of Prep Worksheet
- Record/Post Open House Social Video
- Text New Leads “Thank You” Video
- Enter New Leads into CRM
- Track Your Marketing Results

**Questions about this Action Plan?** Email [info@iarealtygroup.com](mailto:info@iarealtygroup.com) for assistance.

\*This is only necessary if this is for a NEW Listing, or a FSBO/Expired Seller who is taking part in your “Mega Open House Program.

” See if your team photographer is available, or hire a pro of your choice – must be professional images...not camera phone.

\*\*These are recommended purchases to help you. They are not required, but are helpful.





# F.A.Q

Frequently Asked Questions and Marketing Notes. Please read before continuing with this Action Plan.

**What is a Mega Open House?** It is similar to a traditional Open House, but involves a more intense marketing plan. Ideally, all Open Houses should be run like a Mega Open House in order to be effective and worthwhile for your business.

**Who is a Mega Open House For?** It is for FSBOs, Expired Listings, and Your Listings.

**Why Mega Open House?** It is a win/win situation for all. FSBO/Expired Sellers need a buyer, and agents need leads. This event provides that for both parties involved. Over 90% of FSBOs end up hiring an agent...the odds are in your favor to be the one they hire after they've seen your marketing skills and work ethic. Expired Sellers typically list their home with an agent 2-8 months down the road. They will remember you after this!

**Can I Host a Mega Open House For All Properties?** **NO.** We highly recommend reserving Mega Open Houses for properties that meet the following 3 criteria: **(1)** Ideal Location - an area you wish to "farm," or currently work, **(2)** Ideal Appearance - a property that will photograph/video well, has been updated and is likely to attract buyer traffic...overpriced is okay for FSBO and Expired Properties, and **(3)** Ideal Access - the property should be near a main transportation hub, or major shopping area to ensure optimal foot traffic to the event.

**Do not host a Mega Open House** for **(a)** Co-ops that do not allow them or have required doorman check-in, **(b)** Properties that are over 10 minutes drive from main transportation hub or major shopping area, and **(c)** Properties that need investor level T.L.C...

**For FSBOs and EXPIRED, Can I Add the M.O.H to my MLS?** **NO.** This would imply you have the Exclusive Listing. Doing so may lead to angering a seller and having the Listing marked as "withdrawn" or "expired" after you take it down, which will lead to the seller being bombarded by agents cold calling them.

**DO NOT SKIP A STEP IN THIS ACTION PLAN.**

If done correctly, in order, and with the right property, this event will bring 20-80 potential leads through the door. Imagine if you had at least 2 Mega Open Houses Every Single Weekend.



# HOW TO GET A MEGA OPEN HOUSE



# LOCATE PROPERTY

There are at least 5 ways to **get a property** for a Mega Open House.

## YOUR OWN LISTINGS

Great way to market the property, especially within the first few weeks of hitting the market.

## YOUR BROKER'S LISTINGS

Ask if you can host an Open House at their listing. They can keep the interested buyer(s) who place an offer, and you get the rest.

## FSBO LISTINGS

Follow the Mega Open House Phone Script in this Action Plan and pitch ideal For Sale By Owners on your special "Mega Open House Program."

## EXPIRED LISTINGS

Follow the Mega Open House Phone Script in this Action Plan and pitch ideal home owners of expired listings on your special "Mega Open House Program."

## OTHER AGENT'S LISTINGS

Last resort, but completely possible. Call up a local agent, ask if you can host their open house, BUT you promise to use their signs. They keep the interested buyer(s), and you get the rest.

The chosen property must meet the following 3 criteria:

- Ideal Location
- Ideal Appearance
- Ideal Access



# MEGA OPEN HOUSE SCRIPT

Hi, this is \_\_\_\_\_ with Ian Alexander Realty Group ... I just want to let you know that **this is NOT A SALES CALL**. At no point in time will I ask to List your home during this conversation. (This typically brings their guard down and they say "uhh okay?")

I saw your home listed for sale (or expired) and based on the location and how beautiful the home is, I think you'd be a great candidate for our special Mega Open House program. Have you ever heard of this? (They'll say "hmm no...")

Well, again, just want to let you know that this isn't a sales call. Now a Mega Open House is very different than a regular one, and it's a **100% win/win opportunity**. Can I explain how it works? (They'll say "uhh sure..." - if you hear skepticism in their voice, it's okay. That's normal. Proceed confidently and calmly).

A regular open house usually just involves posting it up on Zillow, putting 2 or 3 signs out and then waiting for buyers to stop by. We want to host a MEGA OPEN HOUSE for you for FREE.

We'll come in, take professional photos and a video tour of the property, and this will help support our 10-day extensive marketing plan to promote the Mega Open House. We usually see anywhere from 20-80 interested buyers come by when we do it this way.

**How does that sound?** (They will ask if it's truly free and WHY you would do this for free. Be transparent and explain that they get the buyers who place an offer and you get to help all the other buyers who are searching for a home).

## **Ask a Few Rapport Building Questions:**

1. How has it been going? Any offers yet?
2. Where do you plan to move to next?
3. What websites do you have it listed on?
4. If it doesn't sell, how long til you hire a realtor?

**Continue building rapport and ask for the appointment and email address.** If they are not at all interested in your offer, just save their information and try following up in a week with the traditional script.



# PREPARE PERMISSION FORMS

Use *ONLY* if you are hosting a Mega Open House for a **FSBO or Expired Listing**. Do not use these forms for your own listings.

**Step 1:** Open your Permission Forms Canva Design. **Click Here.**

**Step 2:** Update the Headshots and Contact Information on Page 1 of your design.

**Step 3:** Download – as a PDF – and Print your Permission Forms.

**What's Included?** Mega Open House Strategy Sheet, Photo/Video Release, Digital/Print Ad Release, and Mega Open House Schedule Form.

Access Permission Forms

\*Don't Forget To "Make a Copy" of the Design Before Making Changes.





# PREPARE FOR APPOINTMENT

Use *ONLY* if you are meeting with a FSBO/Expired Seller who has agreed to discuss allowing you to host a Mega Open House for them.


**Step 1:** Have your listing presentation prepped. *DO NOT* use it, unless the seller requests to learn more about your services.

**Step 2:** Run comps on the property. There is a chance the seller may ask for your advice regarding their current pricing, or want to discuss what's on the market. Be prepared. If it's possible that this appointment transitions into a listing appointment, you want to be ready.

**Step 3:** Print your Permission Forms (or prepare them for signing on an ipad). You will need to get these signed by the seller.

**Step 4:** Check travel times. Don't be late...first impressions are everything.

**Step 5:** Confirm your appointment with the Seller 24 hours before the appointment.



Remember, a Mega Open House Appointment with a FSBO/Expired Seller is **NOT A LISTING APPOINTMENT**. You have earned this appointment by promising **NOT** to ask for the listing unless the seller initiates the conversation. **DO NOT forcefully turn it into a sales meeting**. You win, regardless if you get the listing or not. **Just hosting the event is a true win.**


**If the seller asks that you present your services or asks about your commission, then begin your listing education (presentation).**

# SCHEDULE MEGA OPEN HOUSE

It is best to schedule the event during the weekend for a 3 hour window.

**Popular Days are Saturdays & Sunday from:**

- 11:00 AM - 2:00 PM
- 12:00 PM - 3:00 PM
- 1:00 PM - 4:00 PM



**Tip:** Keep in mind that you'll be door knocking and hub marketing at least 2 hours before the event, and it can take about 30-40 minutes to break down the event and collect all the signs.





# **PREPARING THE PROPERTY FOR MARKETING**

# SHOOT PROPERTY PHOTOS/VIDEOS

Use *ONLY* if you are hosting the event for a FSBO/Expired Seller who has agreed to the Mega Open House event. Your own listing should already have photos and video from when you first listed it on the market.

## Photographer/Videographer

In the event that you're unable to secure a team photographer for property photos, here is a photo/video professional that we recommend.

### Elizabeth Leidel

516.417.7397

eclimages24@gmail.com

Photography | Videography | Drones

#### What You'll Need from the Photographer/Videographer:

- Wide Angle Horizontal Images of each room in the home.
- Video footage of each room in the home.
- Photo/Video of the exterior of the home.
- Final edited photos.
- Final edited video.
  - DO NOT add property pricing to the video.
  - Make sure logo is present on the video.
  - Add your contact information to the video.



# SQUAD UP!

Can you handle placing 12-30 Open House signs in the neighborhood, door knocking the nearest 300-500 homes, setting up your sign in table, and potentially managing 20-80 families that come through the door over 3 hours? If you can, then \*HIGH FIVE\*! If it's your first rodeo, we recommend bringing on some help.

## WHO CAN HELP YOU?

### YOUR TEAM

While this does mean sharing leads, if you Round Robin\* it, this is a great way to get help and still win! Even better if you are a team leader.

### LENDER PARTNER

This is a great help during the open house and allows you to provide more value to those attending. Depending on the lender, they may be willing to print your materials or cater the event.

### FAMILY/FRIENDS

We recommend this as a last resort, and ONLY if you feel you really need the help. Be sure to instruct your friends/family on proper business attire, property information and let them know what is legal/illegal for them to say as they are NOT Realtors®.

**\*What does Round Robin mean?** Each agent will take turns helping guests sign in as they enter the home. That agent will be responsible for escorting the potential buyer through the home. Make sure each agent takes responsibility for marking which leads they showed (this can be with initials on the sign in sheet). At the end of the event, each agent can take down their leads info to follow up. Be sure to follow up and make sure no leads are forgotten by any agents lack of consistency in their own business – after all, you hosted the event.

# MARKETING PREP CHECKLIST

Print this Checklist and stay on track. We've included a Day 1, Day 2, etc schedule in this Action Plan which you can follow. This is just a checklist to help you stay on track at a snapshot.

## 7-10 Days Before: Make a Copy in Canva and Customize Your Marketing Material

- |  |   |
|--|---|
| <input type="checkbox"/> 8.5"x11" Open House Flyer Design      | <input type="checkbox"/> Eblast Design #2       |
| <input type="checkbox"/> 18"x24" Open House Street Sign Design | <input type="checkbox"/> Facebook Ad Design     |
| <input type="checkbox"/> Square Social Media Post #1 Design    | <input type="checkbox"/> Table Top Sign Designs |
| <input type="checkbox"/> Square Social Media Post #2 Design    | <input type="checkbox"/> Sign in Sheet Design   |
| <input type="checkbox"/> Eblast Design #1                      | <input type="checkbox"/> Request Geo Leads      |

## 6 Days Before

- Email Seller Update on Marketing

## 5 Days Before

- Share Social Media Post #1

## 4 Days Before

- Share Property Video Tour
- Launch Facebook Ad
- Send Out Eblast #1

## 3 Days Before

- Plot Out Street Sign Placements
- Plot Out Door Knocking Route

## 2 Days Before

- Call Through Geo Leads
- Share Social Media Post #2
- Pre-order Balloons for Pickup

## 1 Day Before

- |   |   |
|---|---|
| <input type="checkbox"/> Call Through Geo Leads | <input type="checkbox"/> Pack Open House Street Signs |
| <input type="checkbox"/> Send Out Eblast #2     | <input type="checkbox"/> Pack Business Cards          |
| <input type="checkbox"/> Print Out Materials    | <input type="checkbox"/> Confirm with Seller          |
| <input type="checkbox"/> Day Of Prep Checklist  | <input type="checkbox"/> Confirm "Squad"              |
| <input type="checkbox"/> Table Top Signs        |   |
| <input type="checkbox"/> Sign in Sheets         |   |
| <input type="checkbox"/> Sign in Request Sign   |   |
| <input type="checkbox"/> MLS Listings Sheet     |   |



# OPEN HOUSE STREET SIGNS

One of the best ways to build brand awareness in a farm area is to have your signs **EVERYWHERE**. When it comes to regular open houses, the use of 2-5 signs is usually enough to get the job done. With a Mega Open House, you'll want to use as many signs as you can get your hands on. (12-40 signs ideally).

## Access Your Street Signs

\*Don't Forget To "Make a Copy" of the Design Before Making Changes.



**Where to Order Signs?** Here are a couple of options for ordering your signs.

### FACTORY OF DESIGN

718-426-1969

leytongraphics@gmail.com

www.factoryofdesign.com

39-20 61st Woodside, NY 11377

### BUILD A SIGN

800-330-9622

www.buildasign.com

ONLINE ONLY COMPANY

# RECOMMENDED MATERIALS

There are a few miscellaneous items we recommend that are **useful during a Mega Open House** and can be recycled in a multitude of ways for your real estate business. Click on the buttons below to be taken to the recommended items on Amazon.com



Foldable White Table



Black Table Cloth



Acrylic Sign Holder



Business Card Holder



Clipboards



Tape



Scissors



Pens



# **DAILY ACTION SCHEDULE**



# 7-10 DAYS BEFORE

Now that your Mega Open House is booked, it's time to begin **preparing your marketing materials**. Each of your design templates is 100% customizable in Canva and we've created tutorials to help you navigate the app.

**STEP 1:** Open your marketing materials - links available on page 3 “Click. Print. Go.”

**STEP 2:** MAKE A COPY, then customize each of your Design Templates in Canva.  
**View tutorial here.**

**STEP 3:** Request Geo Leads by sending a request email to [info@iarealtygroup.com](mailto:info@iarealtygroup.com) with the address of your Mega Open House Property. You'll call through this list using a script later on in the action plan.



# 6 DAYS BEFORE

By now you've had time to prepare your marketing materials. Now it's time to share everything you've created with the seller. Remember, you want to **impress the seller** and show that you're transparent and able to deliver on your promises.

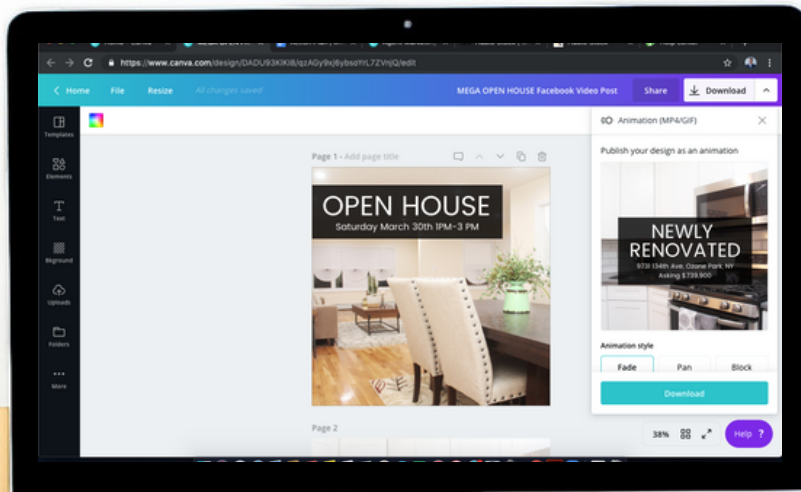
**STEP 1:** Email the seller a few of the marketing materials you customized that include the property photos on them. **A quick email saying,** *"Hey [Seller], we are gearing up to begin marketing your Mega Open House. Just wanted to take a minute to share with you what some of the marketing materials look like. I'll email the video tour and property photos shortly."*

**STEP 2:** Email the seller your professional shot and edited property video tour and photos. Ask that they add the photos and video to their Zillow listing page for the property and mark the Open House date on the websites they are using. **Here's an example,** *"Hey [Seller], attached are the professional property video tour and photos we created. Would you be able to add these to your Zillow Listing Page? Just want to make sure all the marketing for this event is in sync so buyers recognize it everywhere. Let me know when you've marked the Open House date on the website you're using. If you need any help or have questions about how, feel free to ask – I'm happy to help!"*



# 5 DAYS BEFORE

It's time to start marketing this Mega Open House! Today you're going to **promote Social Media Post #1**. This can be as a slideshow, OR as a single image post.



**STEP 1:** After customizing your design, click on the downward facing arrow on the upper right hand side of your desktop screen called "Download."

**STEP 2:** Choose the option "Download."

**STEP 3:** Make sure JPG is selected, and then click blue/green button "Download"

**Access Social Media Post #1**

\*Don't Forget To "Make a Copy" of the Design Before Making Changes.



# 4 DAYS BEFORE

Today is a big day! It's **time to launch** your Facebook Ad, share your property video tour, and send out Eblast #1 for your Mega Open House.

## PROMOTE YOUR PROPERTY VIDEO TOUR

- Facebook
- Youtube
- LinkedIn
- Instagram
- Twitter
- Blog Post

\*Need help setting these up? Email [info@iarealtygroup.com](mailto:info@iarealtygroup.com)

## LAUNCH YOUR FACEBOOK AD

- Use the Property Video Tour
- Target Local Zip Codes
- Exclude: Agents, Brokers, & Lenders
- Lifetime Budget: >\$20 but <\$50
- End Time: Day/Time Of Open House
- Ad Copy – See Worksheet Next Page

Placements: ONLY Facebook Desktop/Mobile Timeline, and Stories, and ONLY Instagram Feed/Stories.

\*Need help setting these up? Email [info@iarealtygroup.com](mailto:info@iarealtygroup.com)

## SEND OUT EBLAST #1

[Click Here for Video Tutorial.](#)

\*Need help with this? Email [info@iarealtygroup.com](mailto:info@iarealtygroup.com) after watching video tutorial.

## Access Eblast #1

\*Don't Forget To "Make a Copy" of the Design Before Making Changes.

# FACEBOOK ADS

## Targeting Strategies Worksheet

Who is Your Target Audience?

Buyers   Sellers   Renters

Where do they currently live? (List zip codes)

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

What are they surfing on the web? (Zillow, Trulia, Redfin, Realtor.com, etc.)

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What are they interested in? (HGTV, mortgages, appraisals, first-time home buyer, etc.)

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How old are they? (List their age group: Are they 18-35; or 25-55; or 35-65; etc.)

---

Who are you avoiding? (Real Estate Agents, Brokers, Douglas Elliman, Compass, etc.)

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# YOUR AD COPY

Here is an example to help inspire you for Your Facebook Ad Copy.

**Joaquin Nuein Real Estate Agent**  
Sponsored · 🌐

Join us this Saturday and view this beautiful home for sale in Queens, NY!

Address:  
9731 134th Ave, Ozone Park, NY

**OPEN HOUSE** | March 30th, 2019  
Saturday 1-3 PM

**Joaquin Nuein | Realtor®**  
— 919.823.9797

IAN ALEXANDER REALTY GROUP

IAREALTYGROUP.COM

**OPEN HOUSE: 3 Bedroom Home For Sale** [Learn More](#)

Stop by & Enter for a chance to WIN FREE MOVIE...

Like Comment Share

**Tip:** Video performs better when it comes to Facebook and Instagram Ads. For optimal ad performance, we recommend using your property video tour or even testing both ads at the same time.

Which ever one you choose is still a great choice!

[Access Facebook Ad](#)

\*Don't Forget To "Make a Copy" of the Design Before Making Changes.

[Watch Video Tutorial](#)

**REMINDER ABOUT YOUR AD STRATEGY:** For this particular ad, you want to get more eyes on it than lead conversions. This is about branding and promoting your Open House Event, and your ability to market a property effectively. Don't focus too much on "click-throughs" "traffic" or "leads." It's more so about people seeing your face and name repeatedly – tied to real estate!



# 3 DAYS BEFORE

You've been marketing this Mega Open House all week! Now it's **time to get strategic** about your sign placements and door knocking efforts. The signs will help build brand awareness and drive foot traffic to your event. Door knocking will help set you up as the **local real estate expert** and allow you the opportunity to have a good reason to speak with homeowners. **Don't skip out on this part!**

**STEP 1:** Pull up Google Maps on your desktop and type in the address of the Mega Open House property. Be sure to zoom out enough to see the street names on the map.

**STEP 2:** Print the map out.

**STEP 3:** With a pen or pencil, mark an "R" on the street corners you plan to place an Open House Street Sign with a **Right facing arrow**. Then mark an "L" on the street corners you plan to place an Open House Street Sign with a **Left facing arrow**. You can use "B" to mark corners where you plan to have **double sided signs** where it makes sense. Be sure to account for having at least **one sign in front of the property**. You will use this as a guide the morning of your event.

**STEP 4:** With a highlighter, **mark a highlight** on the residential areas nearby that you plan to **door knock**. We recommend working from the outside of the neighborhood in. This way you're headed towards the property as you make your way through the neighbors.

**STEP 5:** Keep this map in a place that you won't forget to bring with you on the day of your Mega Open House.



# 2 DAYS BEFORE

**You're almost there!** It's time to start calling through the neighbors and giving social media one more push. Geo leads are a great source of business.

**STEP 1:** Email info@iarealtygroup.com and **request a list of geo leads** for the nearest 500 homeowners of your property. Be sure to include the property address in your email.

**STEP 2:** Prepare to **call through the list** manually or upload the list into your Sales Dialer of Choice. We recommend RedX Storm Dialer or Mojo Sales Dialer.\*

**STEP 3:** Call through the list of numbers using the script below.

**STEP 4:** Don't forget to add new potential clients to your CRM.

## GEO LEADS SCRIPT

Hi, I'm \_\_\_\_\_, a local realtor with Ian Alexander Realty Group. I just wanted to invite you to our Open House over on \_\_\_\_\_.

By any chance, are you or anyone you know looking to buy or sell in the neighborhood?

### Rapport Building Questions

1. How long have you lived here?
2. When do you plan on moving?
3. Where did you move from?
4. How did you happen to pick this area?
5. If you were to move, where would you go next?
6. And when would that be?

**Continue building rapport and ask for the appointment and email address.** Geo leads are a marathon, and ideally you want the email address so you can keep them up to date on their market.

**STEP 5:** Share Social Media Post #2 on the same social media platforms you shared the last one. If you prefer to share the Property Video Tour instead, go for it! Don't be afraid to ask friends and family to share post or repost.

**STEP 6:** Place a pick-up order for your **Open House Balloons** (filled with Helium). You'll tie these to your Open House Signs to help make them stand out. We recommend 1 balloon for low-traffic area signs, and 2 balloons for high-traffic area signs, plus 2-4 balloons for the front of the home (or on the sign that's in front of the home).

\*These are just recommendation. We are not affiliated with the companies mentioned.

# 1 DAY BEFORE

Your **Mega Open House is tomorrow!** It's time to confirm a few things, promote it one last time and get some final preparations in order.



**STEP 1:** Send out Eblast #2. View Mailchimp **Video Tutorial Here.**

**STEP 2:** Continue working through that list of Geo Leads you were calling yesterday. Invite as many people as you can. Get through that list!

**STEP 3:** Call the seller for a quick chat. Let them know the marketing has been going great and you just wanted to **confirm** that we're still a-go for tomorrow's Mega Open House.

**STEP 4:** Print out the **"Day Of Prep Checklist"** (on the next pages), Table Top Signs, Sign in Sheets, Sign in Request Sign, and Flyers for Door Knocking.

**STEP 5:** Search for properties in the nearby area that are similar to tomorrow's Mega Open House Property. Create a list of 10-25 properties and print them directly from your MLS as "Consumer Thumbnail." You'll use this as a talking reference in the event that a buyer isn't interested in the property, but would like to know about others. **View video tutorial here.**

**STEP 6: Confirm that your "Squad" is still coming** to work the Mega Open House. Make sure everyone is on the same page regarding what time to arrive, dress code, how to handle event attendees and details about the property.

**STEP 7:** Pack up your Open House Street Signs. This is something you do not want to do the morning of.

**STEP 8:** Don't forget your business cards. Pack those up with your printed materials.



# THE DAY OF

Today is the day! Here is your Door Knocking Script and a few pointers for success.

**TIP # 1:** Print out the "Marketing Prep Checklist" (on the next page) and follow it!

**TIP # 2:** Dress for success. Make a positive and professional impression on the neighbors and potential buyers/sellers stopping by. Avoid dressing casually, and opt for professional wear.

**TIP # 3:** Remember to make sure the contact information for all visitors at your Open House is legible and accurate BEFORE they leave the home. If you're having a raffle prize giveaway, be sure to mention *"Make sure I can read your contact info. I want to be able to contact you if you're the winner!"*

## DOOR KNOCKING SCRIPT

\*Knock Knock\* Hi, I'm \_\_\_\_\_, a local realtor with Ian Alexander Realty Group. I just wanted to invite you to our Open House over on \_\_\_\_\_ .  
By any chance, are you or anyone you know looking to buy or sell in the neighborhood?

Provide the Flyer

### Rapport Building Questions

1. How long have you lived here?
2. When do you plan on moving?
3. Where did you move from?
4. How did you happen to pick this area?
5. If you were to move, where would you go next?
6. And when would that be?

**Continue building rapport** and ask to view the property, a future appointment and/or their email address.



# DAY OF PREP CHECKLIST

Follow this checklist to make sure you have the best Mega Open House event as possible!

**Have a Good Breakfast & Hydrate.**

**Things To Pick Up/Things To Do**

- Pick Up Keys for Property (if needed)
- 4-5 Hours Before: Final Pack Up of Supplies
- 2 Hours Before: Door Knock
- 20 Minutes Before: Put Out Street Signs
- 5 Minutes Before: Record Video Sharing You're At The Open House & Invite Others.

**Confirm You Have Packed the Following:**

- Open House Street Signs
- Door Knocking & Sign Placement Map (Printout)
- "Connect with Us" Social Media Promo Sign
- "Enter To Win" Raffle Giveaway Sign
- 5-10 Sign in Sheets
- Red Sign in Request Sign
- 45 - 75 Open House Flyers
- MLS Thumbnail Listings Sheets
- Business Cards

**Recommended Extras To Pack**

- White Foldable Table
- Black Table Cloth
- 2 Clipboards
- 2 Presentation Displays
- 1 Business Card Holder
- Phone Charger
- Tape
- Scissors
- 2-5 Pens
- Buyer's Experience Brochures
- Seller's Experience Brochures





# TIME TO FOLLOW UP



# AFTER THE EVENT

This is probably the **single most important page** of this Action Plan. *Failing* to follow up diligently after your Mega Open House means *all of the time, effort, money and sweat you put into making the event happen was all in vain*. A "perfect" Mega Open House without follow up is a **FAILED** Mega Open House. **Follow Up is the Key!** 🗝️

## Follow Up Action #1:

Immediately after, **record a video** on your phone saying "Hey there, this is \_\_\_\_\_ with Ian Alexander Realty Group and I just wanted to say Thank You so much stopping by my Open House today. I know how busy you are, but it truly meant a lot. If you need anything this is my direct cell. It was great meeting you and I hope you have a great rest of your weekend!"

Send this as a text message to *everyone who attended* the event.

## Follow Up Action #2:

Add every person to your **CRM** the moment you get to a computer, and **send a Thank You email** (same as the video, but just words). Do not CC them on one email...

## Follow Up Action #3:

Add every person to Prospect Match via your MLS Account. **View Tutorial here.**

## Follow Up Action #4:

In 24 hours, give them a **follow up phone call**. Thank them again for attending the open house, ask if they are interested in placing an offer on the property and proceed as usual. Build rapport! You've already met them in person.

## BONUS:

If you have a "drip campaign" set up, add these leads to that campaign.



Congratulations!

You've completed the Mega Open House Marketing Campaign – we know it was a big one!

# DAY 14

Real estate is a numbers game. Over the past week you launched a Facebook Ad, two eblasts, door knocked, geo prospected, hub marketed, and held a Mega Open House Event. It's time to track your **accomplishments and opportunities**.

## MARKETING TRACKER

### EBLASTS

\_\_\_\_\_ # of Eblast Recipients  
\_\_\_\_\_ % Eblast Open Rate  
\_\_\_\_\_ # Eblast Replies

### FACEBOOK ADS

\_\_\_\_\_ # of Clicks/Leads  
\_\_\_\_\_ # of Days Ran  
\_\_\_\_\_ \$ Total Budget

### GEO LEADS

\_\_\_\_\_ # of Geo Dials  
\_\_\_\_\_ # of Geo Contacts  
\_\_\_\_\_ # of Listing Appointments

### DOOR KNOCKING

\_\_\_\_\_ # of Doors Knocked  
\_\_\_\_\_ # of Contacts  
\_\_\_\_\_ # of Listing Appointments

### ATTENDEES

\_\_\_\_\_ # of Event Attendees  
\_\_\_\_\_ # of Potential Buyers  
\_\_\_\_\_ # of Potential Sellers

Attendees count as contacts.

TOTAL CONTACTS

TOTAL LISTING  
APPOINTMENTS

TOTAL LISTING TAKEN

TOTAL NEW BUYERS

TOTAL BUDGET SPENT

# MARKETING TRACKER

## Accomplishments vs. Opportunities

### Your Accomplishments:

What did you do well? List some wins!

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### Your Opportunities:

What are some things you could do better?

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Notes:

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Do you have an idea for an Action Plan? Need help? Email [info@iarealtygroup.com](mailto:info@iarealtygroup.com) – we're happy to help!