

# Open house script worksheet

To qualify open house guests and find serious buyers and potential leads, a script needs to include four essential parts. Combined, these parts help guests open up and share the information you need to segment them. Personalize your script to match your voice, your specializations and the property that you're featuring

PLEASE SIGN IN SUBMIT

NAME	Full Name
EMAIL	Email
PHONE	Phone

Are you working with an agent?

Yes  No

How did you hear about this open house?

Zillow  
 Trulia  
 StreetEasy  
 Social Media  
 Signage  
 Neighbors  
 Other

SAMPLE: Beautiful Home, Move in Ready

Hosted By:  
Jennifer Morrison

By signing in, you are agreeing to our [Terms and Privacy](#). Powered by Space.

## Personalize your script

### Introduction

*Hi, it's nice to meet you. What brings you to this open house today?*

*Good afternoon, and thanks for stopping by. Here's an information sheet. As you can see, this is a fivebedroom home with a new kitchen. What are you looking for in your next home?*

### Body

*The roof was replaced a year ago, and the master bathroom was remodeled to look more modern.*

*Tell me what you're looking for in your next home?*

*How soon are you hoping to buy something?*

### Value proposition

*I'm running a gift giveaway and would like to enter you into the drawing.*

*Thanks for sharing your email address with me. Here's a \$5 coffee gift card.*

### Call to action

*Can I follow up with you in a few days?*

*I'd like to send you a few listings that might interest you. What's your email address?*

Four large, empty rounded rectangular boxes for personalizing the script.