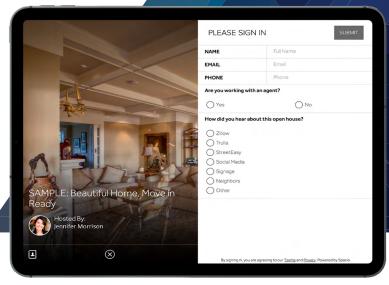
Open house script worksheet

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



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?



#1 OPEN HOUSE LEAD GENERATION SYSTEM

Content courtesy of Lone Wolf.