

The Open House Talking Points and Dialogue

Hosting open houses is an excellent way to meet people in the area in which you work, along with finding leads and more potential buyers for your client. Open houses also serve as a great way to network, allowing you to spread brand awareness and the services you offer to those who visit the open house.

When a potential buyer walks through the doors of your open house, follow this real estate script below:

- **You:** Hi, I'm (name) working with (company name). How are you doing today?
- **Potential buyer:** Great! How are you?
- **You:** Fantastic! What is your name?
- **Potential buyer:** Provides name.
- **You:** (Potential buyer's name), what brought you to my open house?
- **Potential buyer:** I saw a listing in the local newspaper
- **You:** Do you have a type of home you're looking for?
- **Potential buyer:** A raised ranch with three bedrooms.
- **You:** Has anyone been helping you with your home search?
- **Potential buyer:** I've been looking by myself.
- **You:** What areas have you been looking at?
- **Potential buyer:** I'm interested in this neighborhood and surrounding neighborhoods.
- **You:** Have you seen any homes that you've liked?
- **Potential buyer:** I liked a few raised ranches and a couple of colonials I toured.
- **You:** Wonderful! What held you back from making an offer?
- **Potential buyer:** I wasn't sure if it was right for me.
- **You:** Do you have a price range?
- **Potential buyer:** \$250,000
- **You:** Excellent! What's your lender's name and how much did they approve you for?

Through a conversation with a potential buyer at an open house, it's important to understand their wants and needs. If they tour the home and decide it's not right for them, make sure to let them know you have multiple other listings that might be a perfect match and that you'd be interested in showing them.