



SALES MEETING VIDEO SERIES

OPEN HOUSE

Purpose:

This video session is designed to provide the skills and techniques needed to deal with the following questions:

- ✓ Why hold an Open House?
- ✓ What is the Agents Job?
- ✓ How do you know who the perfect buyer is versus the lookers?

Areas for Improvement:

Company Key Management Numbers:

- ☐ Average Price/Transaction
- ☐ Average Commission/Trans Side
- ☐ Percent of Business from Listings
- ☐ Listing Inventory Sales Rate
- Average Days on Market
- ☐ Percentage of Sales that Close

Listing Income Chain:

- ☐ Contacts
- ☐ Appointments
- ☐ Presentations
- Listings
- ☐ Sales
- ☐ Close

Buyer Income Chain:

- Contacts or Inquiry
- ☐ Appointment Process
- ☐ Credit Qualification
- Selection & Demonstration
- Contract
- ☐ Close

Next Steps and Reinforcement:

These “Next Steps” are reviewed at the end of the video. They will help you create the environment for discussion with your team.

- ✓ Take some to discuss ways to increase traffic
- ✓ Discuss the Three Questions and what type of answers you will hear
- ✓ Discuss the mindset necessary to sell the house and how some bad habits could hurt.

Recommendations for Additional Discussion and Reinforcement:

Break into groups and ask them to practice approaching the prospect, using trial closes and inserting one of the three questions. Have them focus on making it a conversation.