
ESTATE & PROPERTY
STRATEGISTS
OPEN HOUSE
INFORMATION PACKET &
MARKETING GUIDE
THE WELCOMING CLOSER:
A RELATIONSHIP-DRIVEN
APPROACH TO OPEN HOUSE
SUCCESS
FOR AGENTS & REAL ESTATE PROFESSIONALS
Real Estate Photographer Pro
Marketing Solution - turn every listing into a marketing asset!
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Hello, real estate rockstars. Kenneth Purdom here. As a Marketing professional and the founder of Real Estate Photographer Pro, I spend my days uncovering exactly what makes top-producing agents tick. And let me tell you a secret: the most successful agents don't just "sit" at open houses; they maximize every single opportunity to connect with buyers and secure new clients.

In this playbook, I'm going to walk you through a brilliantly structured strategy that has actually helped agents with less than two years of experience close eight solid transactions.

An open house isn't just about unlocking a door—it's your stage. It is an unparalleled opportunity to stand out from the competition and capture a prospect's attention during that hyper-valuable first impression. To kick things off, make sure your event looks impeccably professional by using unique, branded signage.

Step 1: Pick the Right House

You can't just pick any listing and hope for the best. Choosing a property that puts you in the direct path of highly motivated buyers is your crucial first step. Use these strategic filters to put yourself in the right place, at the right time, way more often:

- **Hold Open Your Own Listings:** Sellers absolutely love the idea of an open house. Plus, there is no one better equipped to sell the lifestyle of that home to a prospective buyer than you, the listing agent. You'll be perfectly positioned to gather immediate feedback, meet prospective buyers who can become future clients, and ideally, get that listing sold! Don't have your own listings yet? No problem. Network and reach out to agents in your Market Center to host an open house at one of their listings.
- **Target New-to-Market Homes:** Keep your eyes peeled for properties that have been on the market for just 0 to 14 days. Homes typically see their highest per-day traffic during these first few weeks. Why? Because in every single price bracket, there is a hungry segment of buyers who have already toured all available inventory and are eagerly waiting to pounce on new listings quickly.
- **Leverage Low-Inventory Neighborhoods:** These are the golden pockets where very few homes are up for grabs. Because inventory is so tight, buyers are highly motivated to tour homes in these neighborhoods the second they hit the market. Hop into your MLS and run a search for neighborhoods boasting lower-than-average inventory.
- **Focus on Mid-Range-Priced Homes:** Here's where the volume is. Mid-range-priced homes attract the most eyeballs. Because they are affordable to the largest buyer pool, they are incredibly desirable. Again, let your MLS do the heavy lifting to identify and search for these average-priced gems.

Step 2: Choose the Best Day and Time

Timing is everything in marketing. Here are the best practices for scheduling your open houses:

- **The Commuter Open (Monday–Friday, 5 PM – 7 PM):** This is a fantastic window to catch people right as they are coming home from work.
- **The Weekend Sweet Spots (Saturday–Sunday, 11 AM – 1 PM and/or 2 PM – 4 PM):** There are distinct strategic benefits to both morning and afternoon time slots.

If you really want to optimize your weekends, don't stop at one. Host multiple open houses to capture the absolute highest number of buyers! You can strategically hold the same listing open multiple times, or bounce between multiple listings in one weekend.

Now, get out there, market yourself, and write your own success story!

Step 3: Create Your Marketing Materials

Now that you've picked the perfect house and locked in your ideal time slot, it's time to talk collateral.

Before you get overwhelmed thinking about graphic design and copywriting, let me stop you right there. Most of the tools you will ever need to make this guide a massive success are already supplied for you in the **Real Estate Photographer Pro Listing Launchpad Marketing Kit**.

Beyond just the essentials, they can also help you with your broader marketing efforts, email campaigns, advertising strategies, and any other creative efforts you need to get off the ground. So please, when you start this open house process, do yourself a massive favor and reach out to the team at Real Estate Photographer Pro.

When it comes to the event itself, there are three absolute staples to every successful open house:

1. **Eye-catching, informational flyers** that people actually *want* to take with them.
2. **A registration sheet** (either digital or paper) where you can seamlessly capture attendees' contact information.
3. **Score cards** to collect invaluable, real-time feedback from your traffic.

The Power of the Flyer

Let's zoom in on flyers for a moment. Your flyers serve a strategic dual purpose. First, you use them as your primary tool when inviting people *to* your open house. Second, you have them beautifully displayed *at* the open house so people can take the property home with them.

To maximize your return on investment, every single flyer should contain the following information:

1. **Stunning photos of the home** (Remember, visual appeal is everything!).
2. **Key details** about the home and the surrounding neighborhood.
3. **Your contact information.** 4. **Your preferred lender's contact information.** 5. **A compelling call-to-action (CTA).** Let's talk about that CTA. A strong call-to-action could be something like, *"Ask Me About My Price Reduction List," "Ask Me About Below Market Financing,"* or *"Get the Value of My Current Home."* These prompts are specifically designed to entice attendees to keep the conversation going with you long after they leave the living room.

And why include your lender's contact info? Because when you are talking to a potential buyer who hasn't been pre-approved yet, handing them that flyer immediately provides value and solves a problem for them. The buyer is infinitely more likely to keep the flyer for that lender information—which, conveniently, ensures *your* contact information stays right in their hands, too!

Pro Tip: Refer back to your Real Estate Photographer Pro marketing kit. All of these high-converting marketing assets are already included in the kit, so you don't have to reinvent the wheel.

Step 4: Craft Your Open House Experience (and Capture the Leads!)

Alright, let's talk about the actual event space. An open house isn't just a walkthrough; it's a carefully curated experience. When a prospective buyer or curious neighbor walks through that front door, they should immediately feel welcomed, guided, and engaged.

Here is exactly how you set the stage and, more importantly, capture the data you need to grow your business.

The Welcome Sign: Your Silent Greeter

First impressions matter immensely. Don't just tape a piece of paper to the front door. Take your beautifully branded Welcome Sign, trim it to size, and display it in a sleek 8x10” frame on a small table right inside the entryway. It instantly elevates your event's professionalism and tells visitors exactly what to do next: *Sign in.*

The Registration Sheet: The Lifeblood of Your Lead Gen

Let me be completely clear: **Capturing contact information is the single most vital component of a successful open house.** If you let people wander through without getting their details, you are hosting a museum exhibit, not a lead generation event. Without contact info, there is no follow-up.

You want to capture their name, email, phone number, and ideally, a quick "Buyer’s Wish List." Why? Because not everyone who walks through that door is a “now” buyer. Many are months away from making a move, but that’s exactly why follow-up is the undisputed king of lead generation. By capturing their info and their specific needs, you can drop them into a highly targeted follow-up campaign.

You have two incredibly effective ways to capture this information:

1. **The Old-Reliable Paper Registration Sheet:** Print several crisp, clean copies of your sign-in sheet and have them on a clipboard with a nice pen the moment people walk in. *The catch?* You have to be disciplined enough to manually enter those contacts into your database before you hit the pillow that night.
2. **The Digital Landing Page (The Game-Changer):** If you want to streamline your workflow, use a tablet. By building a custom open house landing page in your CRM (like Command), visitors can type in their own info. The magic is that their data syncs automatically to your database, tagging them as an open house lead and putting them on your radar for easy, automated follow-up.

A Quick Note on Compliance (Covering Your Assets)

As real estate professionals, we always need to play by the rules. It is highly advised to obtain clear consent from each attendee before you start texting or calling them. You can easily add a simple disclaimer to the bottom of your digital or paper sign-in sheet using language like this:

> *"By providing my information, I give [Your Name/Market Center] permission to contact me regarding property listings, real estate offers, and services at the telephone number and email address provided. This includes communications via text messages, emails, and/or automated voice messages."*

Score Cards: Stealthy Engagement & Market Research

Want to know a secret about buyers? They *love* giving their opinions.

Score Cards are a fun, unique, and incredibly effective way to engage your guests. When you hand a visitor a score card on a clipboard and ask them to "play appraiser" for the day, they look at the house more critically and spend more time engaging with you.

Even better? When done right, a scorecard lets you capture their contact information *and* valuable market feedback in one place. Keep it simple and ask punchy questions like:

- **Price Perception:** What do you think about the list price? (Too low, too high, or just right?)
- **Location Rating:** How would you rate the neighborhood on a scale of 1 to 5?
- **Curb Appeal:** What was your first impression when you pulled up to the house? (1 to 5)
- **The Standouts:** What were your absolute favorite features of this home?

(Pro Tip: You can share this aggregated feedback directly with your sellers later—it's a fantastic way to justify a price reduction or validate your pricing strategy!)

Ready for the Next Level?

Now that you have your beautifully branded flyers, rock-solid registration system, and engaging scorecards ready to go, the prep work is done. It is time to start aggressively marketing this open house to generate maximum traffic. Let's dive into the marketing strategy!

Step 5: Market the Open House (Getting Bodies Through the Door)

Alright, let's talk about driving traffic. Because as I always tell my clients, an open house without a proactive marketing strategy is just you sitting alone in a staged living room on a Sunday afternoon.

The undisputed key to a successful open house is generating massive traffic. By marketing your event several days in advance, you give people time to mark their calendars and make your listing a priority. Here is my three-pronged approach to packing the house.

1. Activate Your Database (The "Double Touch" Strategy)

Your existing database is a goldmine, and inviting them to an open house keeps you top-of-mind while providing tangible value. I recommend a "Double Touch" approach here:

- **Touch One (Email):** Start by sending out a beautifully formatted email earlier in the week featuring the digital flyer you created. This does two things: it puts a fresh property in front of active buyers, and it subtly shows future sellers how hard you hustle to market your listings.
- **Touch Two (Call/Text):** The following day, call or send a personalized text. This is a low-pressure, high-value excuse to check in with your sphere of influence, have a real conversation, and personally invite them to drop by.

2. Invite the Neighbors (The VIP Sneak Peek)

Never underestimate the power of the nosy neighbor! A day or two before the event, you need to knock doors and circle-prospect the immediate area.

Your goal is to invite the neighbors to a "VIP Sneak Peek" 30 minutes before the open house officially begins to the public. Why does this work? It satisfies their natural curiosity to see inside the house, and it strategically gets them thinking about selling their own property.

The Strategy: Door-knock the 20 closest homes (10 on the same side of the street, 10 across the street) and circle-prospect the surrounding blocks. When they show up, you have the perfect opening to offer them a home valuation, get them into your database, and ask for a referral!

The Script:

> *"Hi! My name is [Your Name], and I'm with [Your Brokerage/Team]. I'm holding the property at 123 Main Street open this Sunday from 2 to 4 PM, but I wanted to personally invite the neighbors over for an exclusive early peek at 1:30. Will you be around to stop by?"*

- **If they say YES:** *"Awesome, I can't wait to see you then. We'd love your honest feedback on the home after you walk through. By the way, do you happen to know anyone who would love to be your new neighbor?"* (Boom—you just asked for the referral).
- **If they say NO:** *"That's totally okay, there's always next time! But while I have you, I'm actually putting together some updated market reports for the neighborhood. Would you like me to drop off a complimentary valuation of your home on my way out on Sunday?"* (Capture their details, gauge their motivation to move, and add them to your CRM).

3. Dominate Social Media

Posting to social media is the easiest, most cost-effective way to amplify your reach. It also serves as a digital billboard to your friends, family, and followers that you are an active, producing real estate agent.

To make this as seamless as possible, lean on your marketing assets. Grab stunning property photos and ready-to-post visual graphics from Real Estate Photographer Pro to ensure your feeds look world-class.

Anatomy of a Great Post: Whether you are using a quick graphic tool in your CRM or posting directly, make sure your image or video is paired with a caption that includes:

1. **The Day(s) and Time(s)**
2. **The Address**
3. **Key Details** (Square footage, bed/bath count, and those unique, sellable features).
4. **A Strong Call-to-Action (CTA).** Give them something to do! Try: *"Click here to get a 60-second video sneak peek of the kitchen!"*

Organic vs. Paid: Don't just post to your own timeline (organic). Take that same high-quality graphic or video and boost it as a targeted ad on Facebook or Instagram. This lets you reach motivated buyers who don't already follow you and capture brand-new leads.

Pro Tip: Need help finding the right people to target? Call your vendor partners! A great Title Company rep can often help you pull a list of surrounding neighbors to call, or provide data you can use to target your social media ads more precisely.

Step 6: Show Time – Execution & Strategy

You've done the marketing, you've prepped your materials, and you've primed your database. Now, it's time to host an event that actually moves the needle.

1. Signage: Your Digital-to-Physical Bridge

If you want traffic, you have to be visible. Signage is the final, critical step in your marketing funnel.

- **The Volume Game:** Don't be shy. I suggest putting out 20–40 signs per event.
- **Strategic Placement:** Place them at every directional stop, major intersection, and neighborhood entrance. And please, don't forget the sign in the front yard—you'd be surprised how many agents forget the most obvious one!
- **Timing:** If your event is in the morning, get those signs out the night before. You want them to be the first thing people see during their morning commute.
- **Compliance Check:** Always respect local ordinances and HOA rules. A fine is not the kind of "visibility" you're looking for.

2. Arrive Early: The "Sneak Peek" Advantage

If you've executed the neighbor invitation strategy correctly, you should arrive at least 30 minutes early.

- **Relationship Building:** This is your best one-on-one time. Ask neighbors about the community, share market insights, and offer to set them up on a "Monthly Neighborhood Nurture" (a drip campaign providing neighborhood-specific data). This is prime time to ask for a referral!
- **Content Capture:** Before the public arrives, grab your phone and shoot 1–2 quick, authentic videos of the neighborhood or the home's "wow" features. Post these to your Stories/Reels—it's a last-minute push that catches the "bored scrollers" right when they're deciding what to do with their afternoon.

Step 7: The Money is in the Follow-Up

If you don't follow up, you didn't have an open house; you had a social gathering. Following up is what separates the hobbyists from the true professionals.

The Execution Plan:

1. **Centralize Your Data:** If you use paper sign-ins, get those contacts into your CRM (like Command) *immediately*. Tag them by the property address so you know exactly how to tailor your message.
2. **Categorize for Success:** Reach out to everyone within 24 hours. As you talk to them, label them: *Neighbor* (nurture for a future listing), *Looky-Loo* (add to a general newsletter), or *Interested Buyer* (add to a hot-prospect search campaign).
3. **The Monday Morning Follow-Up:** This is non-negotiable. Call the neighbors you prospected *before* the event. Give them the "results" of the open house, offer them a personalized market analysis of their own home, and—I can't stress this enough—ask for a referral.

The "Pro" Supply Checklist

Never arrive unprepared. Here is your master list for a flawless event:

- **Marketing & Print:** High-quality flyers (on professional, branded letterhead), plenty of business cards, sign-in sheets, and scorecards.
- **Event Essentials:** Extra pens (people *will* take them), directional signage, and sturdy clipboards.
- **Welcoming Touches:** Coloring books/crayons (keeps parents focused on the house, not the kids), bottled water, and a portable speaker for neutral background music.
- **Technical Gear:** Fully charged smartphone/tablet and a measuring tape—the latter is a secret weapon that proves you're ready for any buyer question.
- **The "Just-in-Case" Kit:** Paper towels, glass cleaner, and a lint roller.

Social Media Examples

Option 1: The "Lifestyle & Feature" Approach (Best for Instagram/Facebook)

Caption: 🏡 Stop by and fall in love with your potential new home! I'm hosting an Open House this [Day of the week] and I'd love to see you there.

This beautiful property at [Address] features [Feature 1, e.g., a gorgeous chef's kitchen], [Feature 2, e.g., a spacious backyard retreat], and so much more.

Whether you're searching for a new home or just curious about the neighborhood, come by and say hello!

📅 When: [Day], [Date] ⏰ Time: [Start Time] – [End Time]

📍 Where: [Address]. Got questions about the home or the current market? Send me a message or leave a comment below! 👇

#[City]RealEstate #OpenHouse #[City]Homes #DreamHome #[YourBrandName]

Option 2: The "Short & Punchy" Approach (Best for Facebook/Stories)

Caption: 📍 OPEN HOUSE ALERT! 📍

Looking for a [Number]-bedroom home in [Neighborhood]?

You won't want to miss this one! Join me this [Day] for a tour of this stunning property. ✨
Where: [Address] ✨

When: [Day], [Date] from [Time] to [Time]

Check out the full listing here: [Link] See you there! 👋

#[City]Living #[YourName]Realtor

Final Advice on Task Management:

Don't let these leads die on a notepad.

1. **Create Tasks** immediately after the event.
2. **Filter by Priority** to ensure your "Hot Leads" get called before your "Just Curious" leads.
3. **Automate:** Use the "Squeeze Page" tools in your CRM to create forced registration links so that future marketing funnels add these people to your database automatically, saving you hours of data entry.

Now, go get those listings!

TOOLS

Follow the marketing tools provided by Real Estate Photographer Pro inside of our **Listing Launch Pad Marketing Kits.**

Listing Launch Pad™

Real estate agents are busy. You don't have time to design flyers, build websites, or edit social media videos for every single listing.

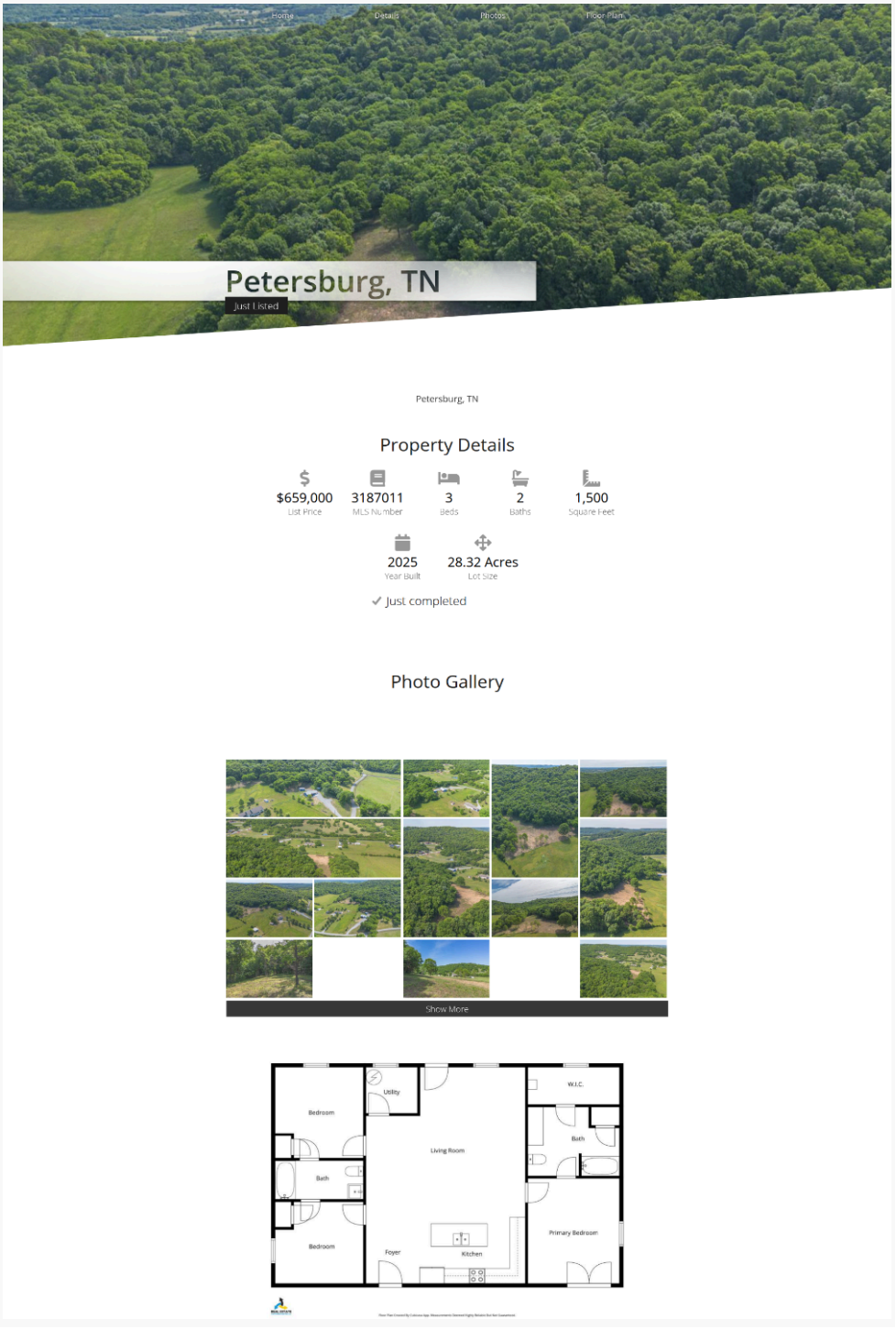
Doing it all yourself is stressful. You end up spending hours on your computer instead of meeting with clients.

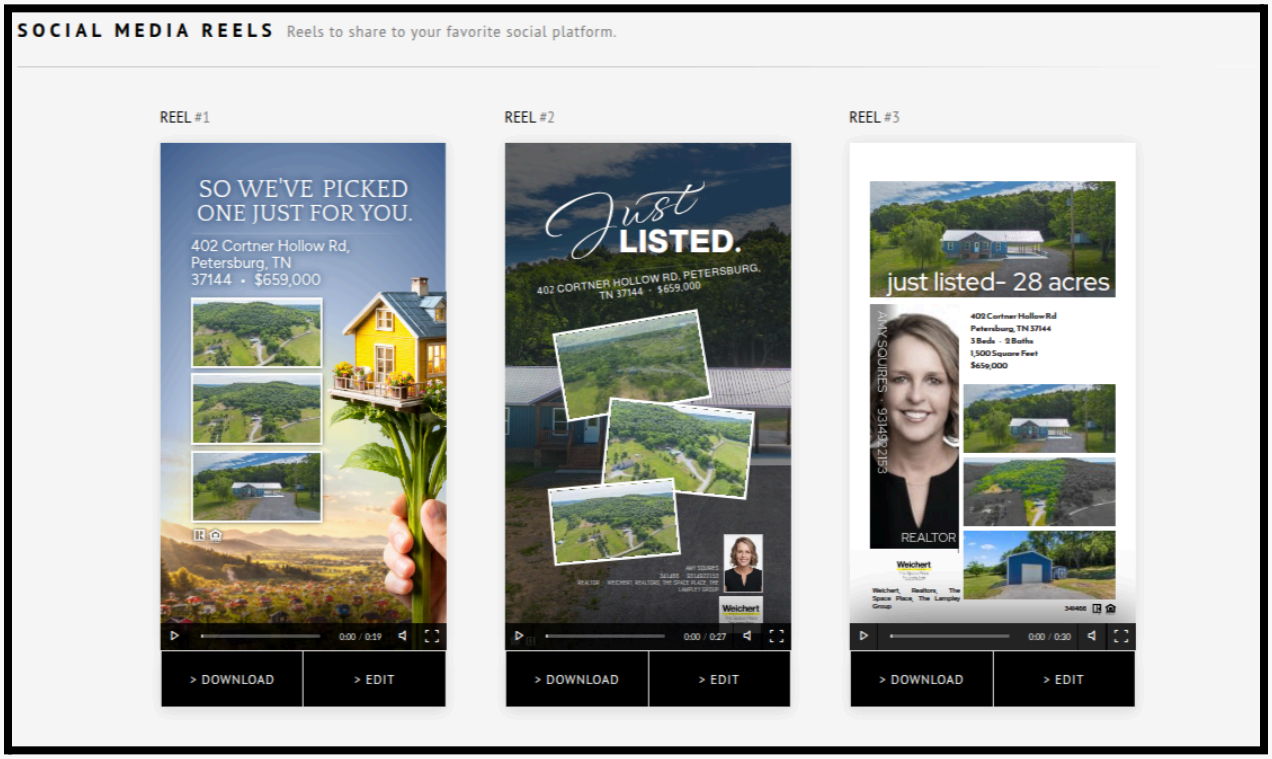
Real Estate Photographer Pro solves this. When you book a shoot with us, we don't just send you photos. We send you a complete Agent Marketing Kit. It includes everything you need to market your listing, created automatically.

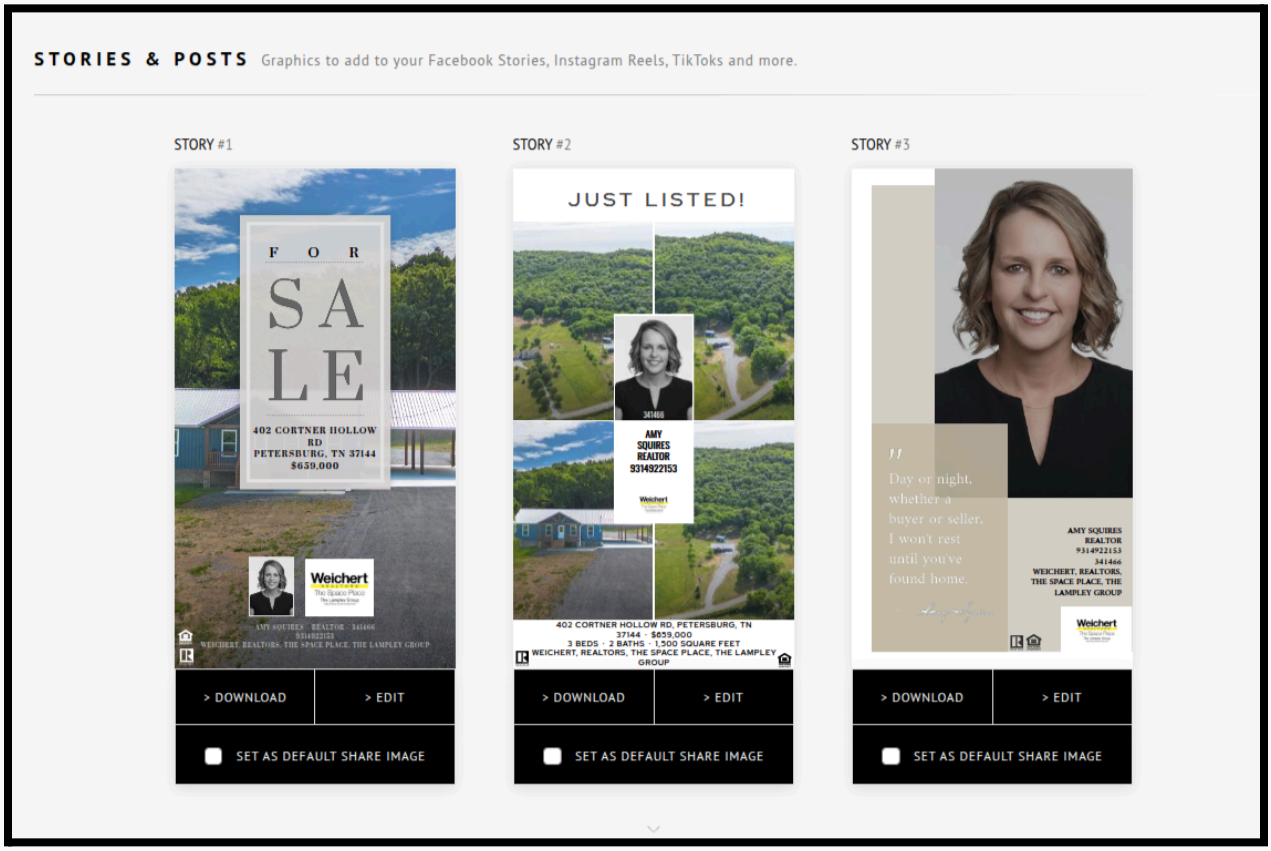
https://www.realestatephotographerpro.com/marketing-kits

The following information is **an example of the marketing content** included in our listing LaunchPad Marketing Kit.

Property Website




SOCIAL MEDIA REELS
Reels to share to your favorite social platform.
REEL #1
SO WE'VE PICKED ONE JUST FOR YOU.
402 Cortner Hollow Rd, Petersburg, TN 37144 • $659,000
> DOWNLOAD
> EDIT
REEL #2
Just LISTED.
402 CORTNER HOLLOW RD, PETERSBURG, TN 37144 • $659,000
> DOWNLOAD
> EDIT
REEL #3
just listed- 28 acres
REALTOR
> DOWNLOAD
> EDIT


STORIES & POSTS Graphics to add to your Facebook Stories, Instagram Reels, TikToks and more.
STORY #1
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PETERSBURG, TN 37144
$659,000
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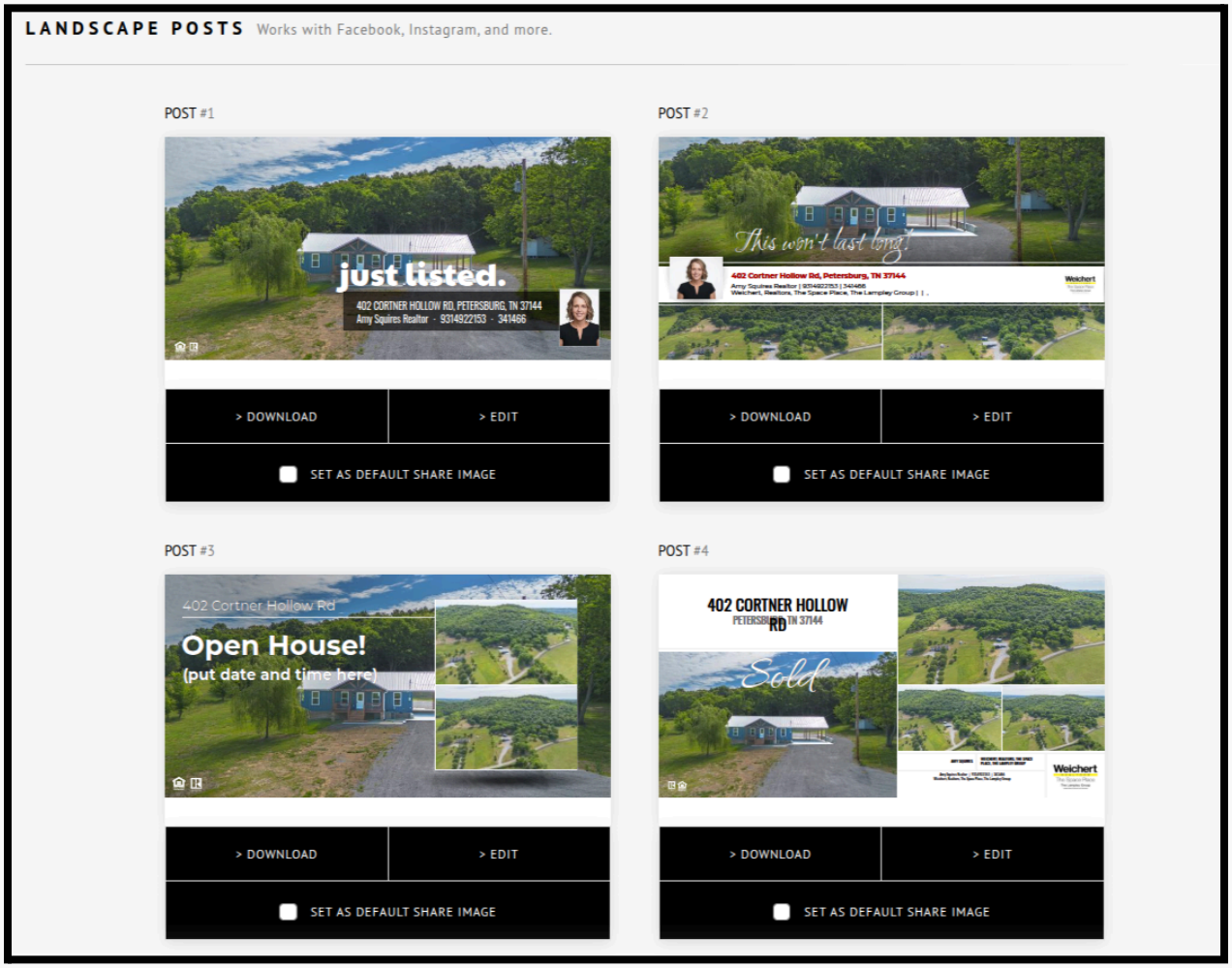
SET AS DEFAULT SHARE IMAGE
STORY #2
JUST LISTED!
AMY SQUIRES REALTOR 9314922153
402 CORTNER HOLLOW RD, PETERSBURG, TN 37144 · $659,000
3 BEDS · 2 BATHS · 1,500 SQUARE FEET
WEICHERT, REALTORS, THE SPACE PLACE, THE LAMPLEY GROUP
> DOWNLOAD
> EDIT
SET AS DEFAULT SHARE IMAGE
STORY #3
Day or night, whether a buyer or seller, I won't rest until you've found home.
AMY SQUIRES
REALTOR
9314922153
341466
WEICHERT, REALTORS, THE SPACE PLACE, THE LAMPLEY GROUP
Weichert
> DOWNLOAD
> EDIT
SET AS DEFAULT SHARE IMAGE


LANDSCAPE POSTS
Works with Facebook, Instagram, and more.
POST #1
just listed.
402 CORTNER HOLLOW RD, PETERSBURG, TN 37144
Amy Squires Realtor · 9314922153 · 341466
> DOWNLOAD
> EDIT
SET AS DEFAULT SHARE IMAGE
POST #2
This won't last long!
402 Cortner Hollow Rd, Petersburg, TN 37144
Weichert
> DOWNLOAD
> EDIT
SET AS DEFAULT SHARE IMAGE
POST #3
402 Cortner Hollow Rd
Open House!
(put date and time here)
> DOWNLOAD
> EDIT
SET AS DEFAULT SHARE IMAGE
POST #4
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PETERSBURG TN 37144
Sold
Weichert
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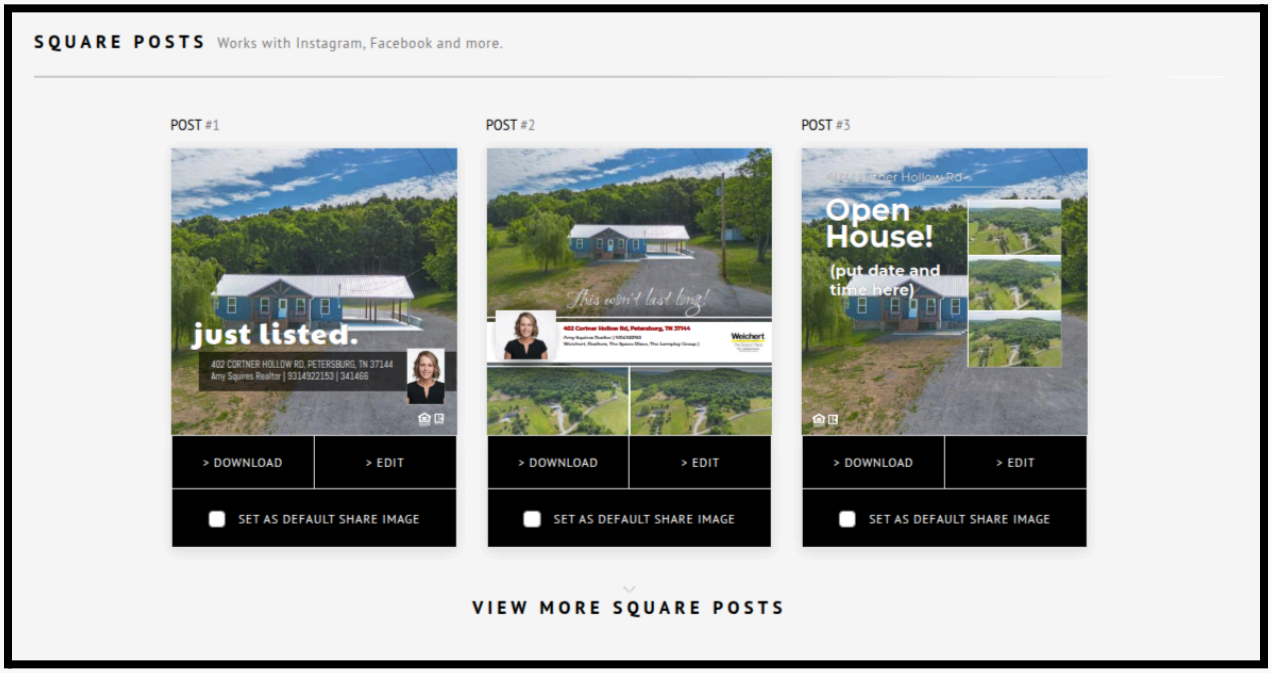
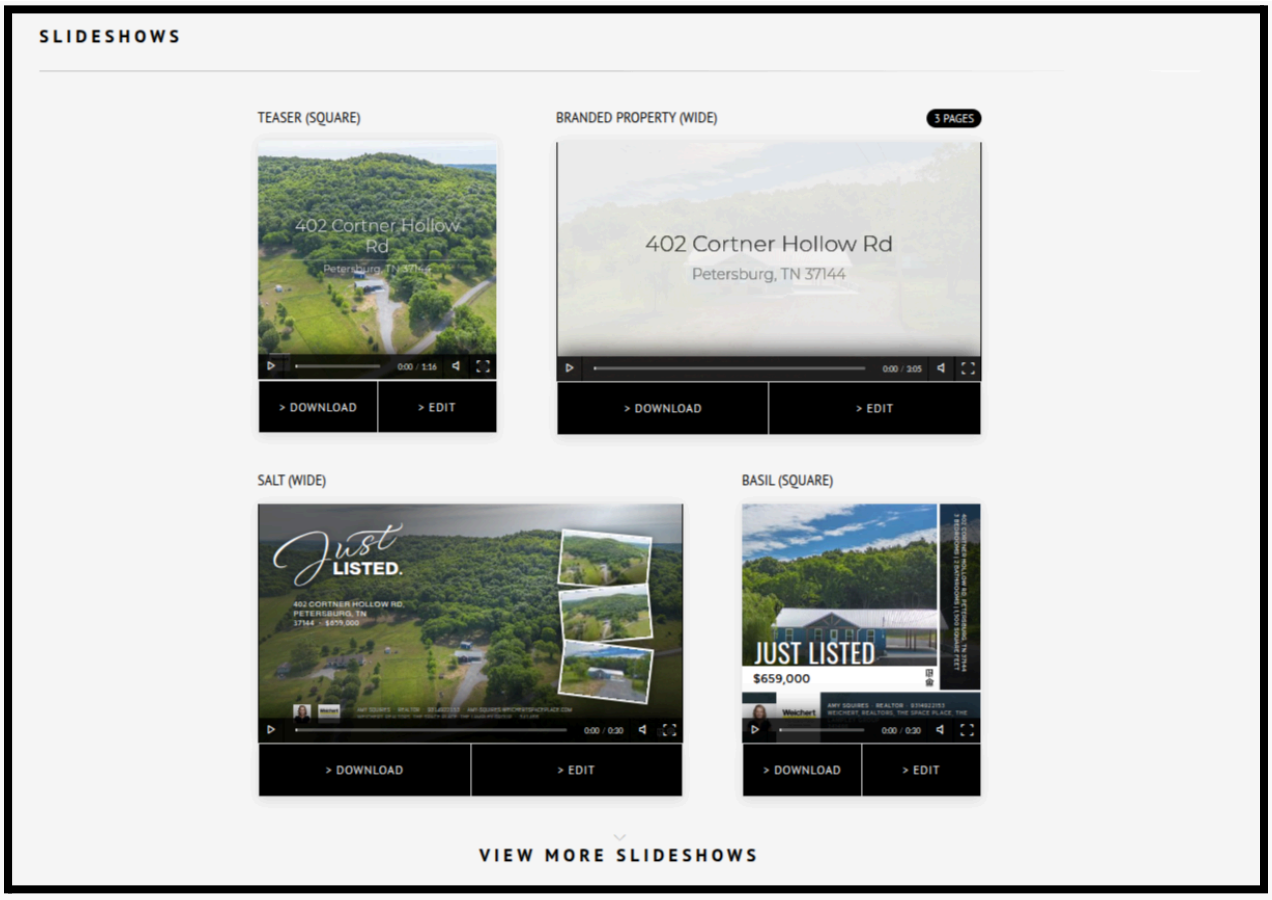

SQUARE POSTS
Works with Instagram, Facebook and more.
POST #1
POST #2
POST #3
just listed.
402 CORTNER HOLLOW RD, PETERSBURG, TN 37144
Amy Squires Realtor | 9314922153 | 341466
This won't last long!
Open House!
(put date and time here)
> DOWNLOAD
> EDIT
SET AS DEFAULT SHARE IMAGE
VIEW MORE SQUARE POSTS


SLIDESHOWS
TEASER (SQUARE)
BRANDED PROPERTY (WIDE)
3 PAGES
402 Cortner Hollow Rd
Petersburg, TN 37144
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402 Cortner Hollow Rd
Petersburg, TN 37144
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SALT (WIDE)
Just LISTED.
> DOWNLOAD
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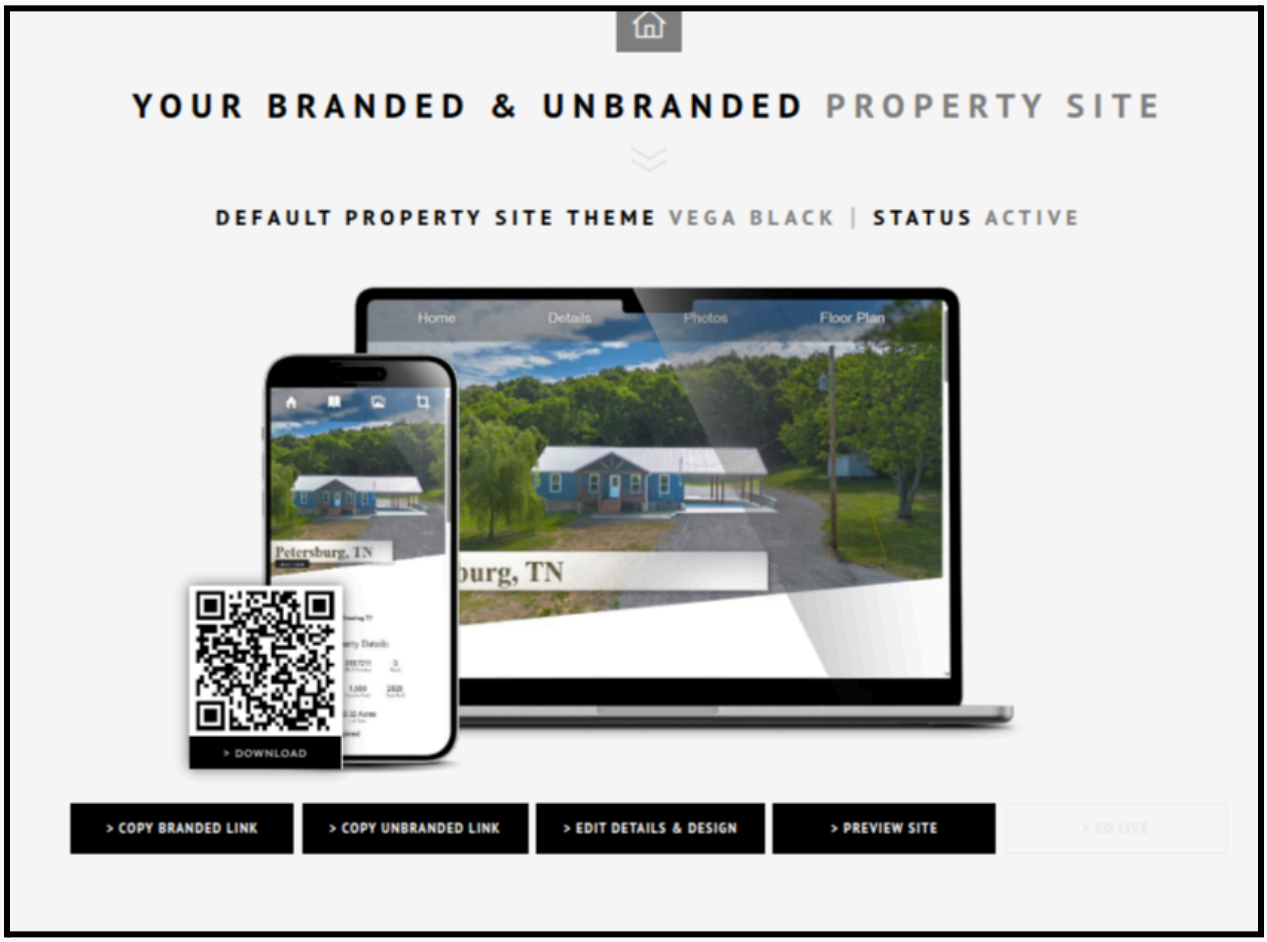
BASIL (SQUARE)
JUST LISTED
$659,000
> DOWNLOAD
> EDIT
VIEW MORE SLIDESHOWS


YOUR BRANDED & UNBRANDED PROPERTY SITE
DEFAULT PROPERTY SITE THEME VEGA BLACK | STATUS ACTIVE
Home
Details
Photos
Floor Plan
Petersburg, TN
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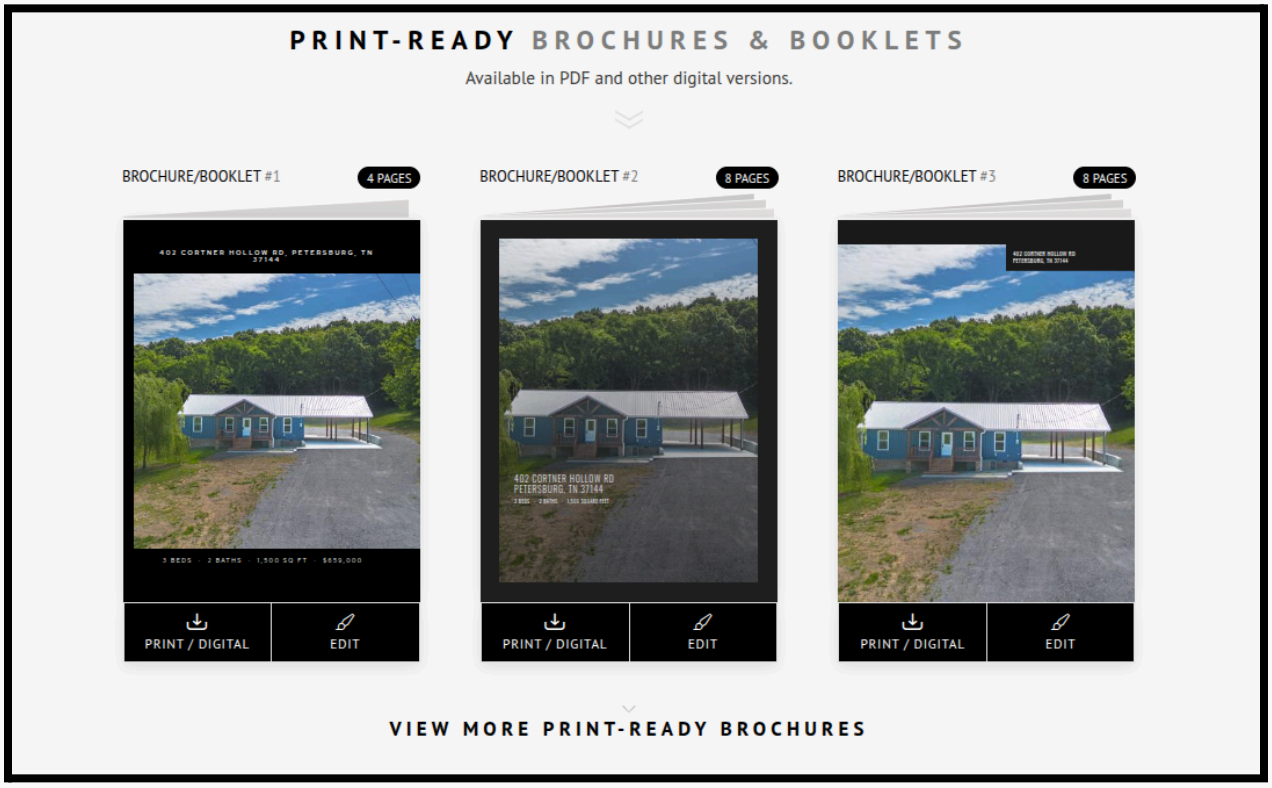
> COPY BRANDED LINK
> COPY UNBRANDED LINK
> EDIT DETAILS & DESIGN
> PREVIEW SITE


PRINT-READY BROCHURES & BOOKLETS
Available in PDF and other digital versions.
BROCHURE/BOOKLET #1
4 PAGES
BROCHURE/BOOKLET #2
8 PAGES
BROCHURE/BOOKLET #3
8 PAGES
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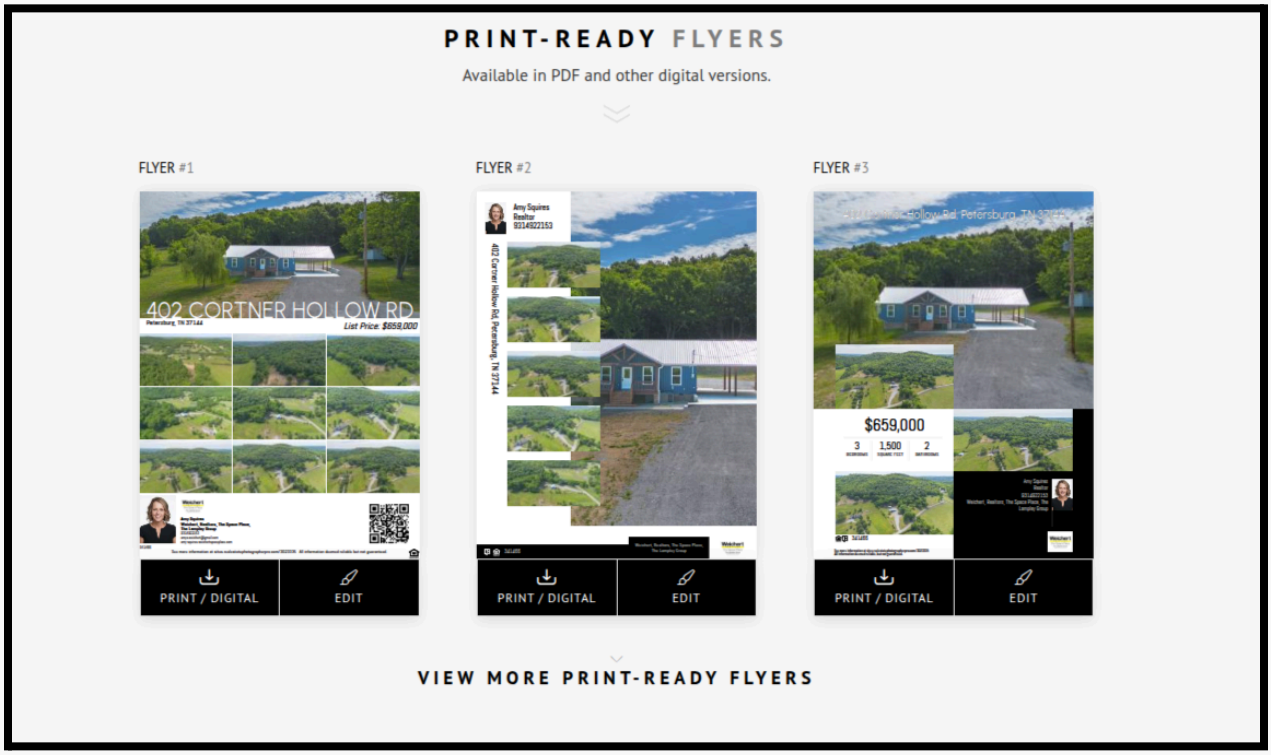
VIEW MORE PRINT-READY BROCHURES


PRINT-READY FLYERS
Available in PDF and other digital versions.
FLYER #1
FLYER #2
FLYER #3
402 CORTNER HOLLOW RD
List Price: $659,000
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$659,000
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VIEW MORE PRINT-READY FLYERS


WEEKLY TRAFFIC REPORT
WEEKLY TRAFFIC REPORT
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PETERSBURG, TN 37144
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MAY
facebook.com
37%
realtor.com
23%
Realtor
Weichert, Realtors, The Space Place, The Lampley Group
9314922153
amys.weichert@gmail.com

The Ultimate Open House Supply Checklist

1. Marketing & Print Materials

- ☐ Property Flyers: High-quality printouts featuring photos, key features, price, and a clear call to action.
- ☐ Professional Letterhead/Stationery: Branded paper for printing property feature sheets, comparative market analyses, or thank-you notes. Using branded stationery adds credibility and keeps your contact info in front of the client.
- ☐ Business Cards: Have plenty on hand for anyone who asks for your contact info.
- ☐ Sign-in Sheet: A printed form or a tablet set up to capture names, emails, and phone numbers.
- ☐ Property Score Cards/Feedback Forms: Simple forms for visitors to rate the home or leave comments.

2. Event Essentials

- ☐ Pens/Pencils: Keep extra pens on the sign-in table—people will often take them, so have a backup stash.
- ☐ Directional Signage: A-frame signs or stakes for intersections and the property entrance.
- ☐ Clipboards: Keep your sign-in sheets organized and easy for guests to write on.

3. Family-Friendly & Welcoming Touches

- ☐ Coloring Books & Crayons: Great for keeping young children occupied while their parents tour the home.
- ☐ Refreshments (Optional): Bottled water or small pre-packaged snacks are always a welcoming touch.
- ☐ Music/Ambiance: A portable speaker to play soft, neutral background music.

4. Digital/Technical Gear

- ☐ Smartphone/Tablet: Fully charged, for managing the sign-in process, taking photos/videos for social media, and accessing your email or listing details.
- ☐ Measuring Tape: Occasionally, a buyer will want to see if their furniture will fit in a specific space. Having one ready shows you are prepared for any question.

5. Professional Presentation

- ☐ Cleaning Supplies: A "just-in-case" kit (paper towels, glass cleaner, or a lint roller) for any last-minute touch-ups.
- ☐ Fresh Flowers or Staging Props: Simple touches to make the home feel warm and lived-in.

A Quick Tip on "Professional Letterhead"

As a professional in the industry, a custom letterhead template—with your logo, name, brokerage, and contact information at the top—is a great way to elevate your brand. You can easily create these using tools that let you design a template that matches your business cards and flyers, ensuring all your communication looks consistent and polished. If you need help from the creative team at Real Estate Photographer Pro, please let us know.

Welcome! Please Sign In

Thank you for visiting today! We want to make sure we can provide you with any information you need about this property or the local market.

Your privacy is important. We use this information only to follow up on your questions about this home.

Name: _____

Phone Number: _____

Email Address: _____

Working with an Agent? Yes ____ or No _____

Looking to buy: ____

Looking to sell: ____

Currently renting: ____

Currently own: ____

Want more info: ____

Just looking: ____

Preferred Contact Method: Call: ____ Text: _____

OPEN HOUSE SURVEY

Name: _____

Phone Number: _____

Email Address: _____

Address: _____

What neighborhood would you like to live in? _____

How many bedrooms are you looking for? _____

How many people are currently in your family, or will be soon? _____

How large do you want your lot to be? _____

How many bathrooms? _____

Do you have an idea of what square footage you're looking for? _____

Are you interested in an open floor plan? _____

Are you interested in a finished basement? _____

Do you want a formal living room/dining room? _____

What is your price range? _____

Open House DAY - Marketing Operation

Listen, if you're sitting at an open house just waiting for the door to chime, you are leaving money—and valuable brand equity—on the table. As a real estate professional, you shouldn't be "hosting" an event; you should be running a high-yield marketing operation.

When the floor is quiet, that is your prime-time window to boost your authority and show the world (and your future sellers) exactly how hard you work. Here is your strategic to-do list for maximizing every minute you are physically at the property.

1. The Social Media Engine (Content Creation)

Use these empty moments to build a content library that establishes you as the local expert.

- Platform-Specific Live Streams (Facebook, Instagram, YouTube Live):
    - The "Feature Focus": Don't just pan the camera around. Pick one high-value area (the chef's kitchen, the primary suite, the outdoor living space) and do a 2-minute deep dive on why it's a selling point.
    - The "Neighborhood Nurture": Go live outside. Talk about the street, the walkability, or the school district. Position yourself as the neighborhood expert, not just the house expert.
- Real-Time Reels & Shorts:
    - Record a 15-second "walkthrough" of the home's best flow. Use trending audio to reach buyers who aren't in your current feed.
- The "Social Status" Update:
    - Post a photo of the "Open House" sign or your registration table. Caption it: *"Great energy so far today! Had three groups through in the first hour. Who's next? Come by and grab a [Treat/Info] before 4 PM!"* This creates social proof—people want to visit places that are busy.

2. CRM & Lead Management (The "Gold" Mining)

Do not wait until Monday to manage your leads. Do it while the details are fresh.

- Real-Time Lead Tagging: As soon as a guest leaves, pull up your CRM (like Command) app. Log their name, phone, and specific interests *immediately*.
- Task Delegation: Create follow-up tasks while you're standing in the house. *Example: "Call Jane Doe on Monday to provide the school district info we discussed."* * Custom Property Searches: If a visitor tells you exactly what they are looking for, set up a "Squeeze Page" or a custom property alert for them on your tablet *right then and there*. Show them you are proactive and tech-savvy.

3. Seller & Listing Agent Communication

Nothing impresses a client more than proactive communication while the event is still happening.

- The Mid-Open Status Update: Send a text or email to the seller or listing agent: *"Just wanted to give you a quick update. We've had [Number] groups through so far. Feedback on the [Specific Room/Price] has been positive/constructive. I'll send a full report after I wrap up today!"*
- The "Hustle" Evidence: Take a photo of yourself in action (greeting a guest, organizing materials, or reviewing the house) and send it to your seller. It shows them you aren't just "sitting there"—you are actively working to sell their home.

4. Environment & Curb Appeal Patrol

A property that looks "maintained" sells faster.

- The Walk-Through Check: Every hour, do a quick lap. Is a brochure display lopsided? Did a gust of wind blow your open house sign over? Is the lighting still inviting? Small adjustments signal to buyers that the property is cared for.
- The Sensory Audit: Check the music volume and the scent. If it's too quiet, it feels sterile. If it's too loud, it's distracting. Adjust as the room's vibe changes.

5. Neighborhood "Deep Dive" Research

If traffic is slow, sharpen your local knowledge so you're ready for the next visitor.

- Local Vendor Research: Research the best nearby coffee shops, gyms, and parks. When a buyer asks, "What is there to do around here?", don't just guess—be able to give a list of recommendations.
- Neighborhood Stats: Pull up the latest sold data for the immediate area. Knowing the "days on market" or "average price per square foot" for the last three months makes you look like a market master, not just a host.

Pro-Tip: The goal isn't just to sell *this* house; it's to build a digital footprint that attracts the *next* ten clients. Every minute you spend engaged on social media, updating your CRM, or proactively communicating with the seller is a minute spent building your reputation as a top-tier real estate consultant.

Keep hustling. Your next client is watching.

After the open house communication…

Here are two options for a post-open house thank-you email. They are designed to be professional, warm, and encourage the next step in the process.

Option 1: Warm and Conversational

Best for: A standard open house where you had a good, casual conversation with potential buyers.

Subject: Thank you for stopping by [Property Address]!

Hi [Visitor Name],

Thank you so much for taking the time to tour [Property Address] with me this past [Day of week]. It was a pleasure meeting you and hearing your thoughts on the home.

I hope you enjoyed the property as much as I do! Whether you are just starting your search or ready to make a move, I'd be happy to answer any additional questions you have about this home or the neighborhood.

If you'd like to see the property again or receive more details, feel free to reply to this email or call me at [Your Phone Number].

Best regards,

[Your Name] [Your Real Estate Agency] [Your Website/Social Media Link]

Option 2: Professional and Action-Oriented

Best for: A more formal follow-up, or if you want to emphasize your availability to help with their broader home search.

Subject: Following up – [Property Address]

Dear [Visitor Name],

It was a pleasure meeting you at our open house at [Property Address] on [Date]. Thank you for stopping in to take a look.

I am checking in to see if you had any follow-up questions regarding the home or the current real estate market in [City/Area]. I understand that finding the right property is a significant decision, and I am here to provide any information or resources you might need to make an informed choice.

If you are currently looking for a home in this price point or area, I would be happy to share other listings that match your criteria. Please let me know if you would like to schedule a private showing of [Property Address] or if there is anything else I can assist you with.

I look forward to hearing from you.

Sincerely,

[Your Name] [Your Real Estate Agency] [Your Phone Number]

Here are two options for post-open house follow-up texts. These are designed to be brief, friendly, and non-intrusive.

Option 1: Friendly & Low-Pressure

Best for: People you spoke with who seemed genuinely interested or with whom you had a nice rapport.

"Hi [Visitor Name]! It was great meeting you at the open house at [Property Address] today. Thanks for stopping by! Let me know if you have any questions about the home or the area. Always happy to help! – [Your Name]"

Option 2: Short & Action-Oriented

Best for: A quick, professional follow-up to ensure you stay top-of-mind.

"Hi [Visitor Name], thanks again for coming by [Property Address]! I'm putting together some more info on the home for a few people—would you like me to send that over to you, or are you all set for now? – [Your Name]"

Postcard Example:



Thank You for Partnering With Us

Thank you for taking the time to review our comprehensive guide on maximizing the impact of your open house. We hope these strategies provide you with the actionable insights you need to stand out in today's competitive real estate market.

Real Estate Photographer Pro is more than just a photography service; we are your full-service marketing partner. We help you grow your business by taking the heavy lifting out of your promotional efforts.

Whether you need to polish your current campaigns or launch something entirely new, our team is ready to help. Here are just a few ways we can help you scale your success:

- **Social Media Advertising:** Managed campaigns across all major platforms to reach your target demographics.
- **Landing Pages & Website Creation:** High-converting, branded digital experiences to promote your business and featured properties.
- **Direct Mail Campaigns:** Professional design and execution of high-impact postcard campaigns.
- **Brand Strategy & Consulting:** Tailored support to help you refine your professional image and market position.

Please reach out to us at any time. Let's discuss how we can partner together to elevate your brand and drive results for your upcoming listings.

Best regards,

The Real Estate Photographer Pro Team