

## Objectives:

1. Turn Passive Opportunities into Active Opportunities
2. Create the Proper Mindset
3. Create an Effective Procedure
4. Convert More Qualified Buyers

## Passive to Active

→ What is Active?

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→ What is Passive?

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→ How can a Real Estate Agent make Passive activities Active?

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Notes:

*The difference between the impossible and the possible lies in a person's determination."*  
- Tommy Lasorda

**Passive → Active:**

**→ The Open House**

**➤ Mind Set**

❖ \_\_\_\_\_

**➤ Preparation**

❖ \_\_\_\_\_

❖ \_\_\_\_\_ Forms

❖ \_\_\_\_\_ Contact

**➤ Exposure**

❖ Signage

❖ Direct Mail

❖ Door Knock

❖ Invite Buyers and \_\_\_\_\_

**➤ During the Open House (Technique)**

❖ Greeting and Release

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❖ Trial Close Questions

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Notes:

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**Passive → Active:****→ The Open House****➤ Three Qualifying Questions:****1.** \_\_\_\_\_  
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\_\_\_\_\_**2.** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_**3.** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_**➤ Demonstrate to \_\_\_\_\_ Buyers****➤ \_\_\_\_\_ Close to see if it fits****➤ If not this house....and they are Real****➤ Close for an \_\_\_\_\_**

Notes:

**Moving Forward:****1. Hold Open Houses “On Purpose”****2. Plan to Sell the House****3. Demonstrate to Real Buyers****4. Close them if it fits****5. If they are Real, Close for the Appointment**