



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:

Listing Income Chain:

Buyer Income Chain:

- | | | |
|--|--|---|
| <input type="radio"/> Average Price/Transaction | <input type="radio"/> Contacts | <input checked="" type="radio"/> <u>Contacts or Inquiry</u> |
| <input type="radio"/> Average Commission/Trans Side | <input type="radio"/> Appointments | <input type="radio"/> Appointment Process |
| <input type="radio"/> Percent of Business from Listings | <input type="radio"/> Presentations | <input type="radio"/> Credit Qualification |
| <input type="radio"/> Listing Inventory Sales Rate | <input checked="" type="radio"/> <u>Listings</u> | <input checked="" type="radio"/> <u>Selection & Demonstration</u> |
| <input checked="" type="radio"/> <u>Average Days on Market</u> | <input type="radio"/> Sales | <input checked="" type="radio"/> <u>Contract</u> |
| <input type="radio"/> Percentage of Sales that Close | <input type="radio"/> Close | <input type="radio"/> 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.