

OPEN HOUSE PROCESS



BEFORE

To-Do:

- Schedule open house 3-5 days BEFORE on MLS
- Contact Marketing to make a post & social media content
- Email blast all clients through a newsletter. Steps:
 - Subject of email: "Open House Marketing"
 - Email to magan@mokharealestate.com
 - Include address, date/time, and any special conditions to mention.
- Open House signs and tie balloons to them
- *Optional*- Food (something that is not messy) and decor

OPEN HOUSE PROCESS



DURING

To-Do:

- Arrive early as possible
- Bring flyers, brochures, etc.
- Invite neighbors to come and see, they might know someone else interested
- Make Sign-in sheets and fill the first space with a fake name
- Have the MLS sheet (Agent Full) for questions by people viewing the property
- Call your clients list (buyers and sellers) and invite them to say hi, it is a good opportunity to connect with them and they can see you in action
- Lights are on/ blinds are open / You want lots of lights on in the house
- **MAKE CONNECTIONS!!!**
 - Find a way to connect with EVERY person that works in
 - Maybe comments on their sports team wear, the kids, teachers etc.
 - Be social and make them want to choose you over other agents
 - Make an impact and Be memorable
 - Give Business cards to every person!!!



Welcome

TO OUR

Open House



PLEASE SIGN IN

Take a look around
& feel free to ask any questions

OPEN *House*

SIGN IN SHEET

CONTACT INFORMATION

Name: _____

Phone: _____

Email: _____

Are you working with a realtor? YES NO

Have you prequalified? YES NO

Price Range: _____

How did you find us? _____

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209.600.7353



assist@mokharealestate.com



139 W El Portal Dr Ste C, Merced,
CA 95348

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