

# DAVID KNOX

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## Getting More Leads From Your Open House

### About the presenter

David Knox has been in the real estate industry for 45 years. The last 30 have been with David Knox Productions, Inc., a company who provides training to real estate agents and their clients. David has presented 3,500 seminars in all 50 States and 11 countries.

He is known for the consumer video "Pricing Your Home to Sell" which teaches sellers the importance of listing at market value. This and all of his consumer videos are available for streaming to you clients on line or through the mobile app. Try it out at

[www.davidknox.com/videos](http://www.davidknox.com/videos).

### Objectives

- How to increase traffic to your open house
- How do establish trust and rapport with the visitors
- How to determine who is a potential buyer

### Open Houses are like

- A singles bar for house hunters
- Should you ask if they're working with agent?
- Or be so good they'll use you
- If they really are committed to another agent, respect that.

### Open Houses produce prospects

- 91% attend open house
- 52% unrepresented
- Few actually buy that open house property

### Selecting the property

- Chance to target your audience
- Whatever you attract you'll have for ever
- Your listing or another
- Vacant homes are easier

### Market

- Active market segment
- 2-3 arrow signs away from busy street
- Area in which you want to work

### Price range

- Low: First timers
- Medium: Move up with home to sell

High: Existing homeowners, raise your average price

## **Top Sources**

45% zillow

35% signs and arrows

20% Realtor.com, Facebook ads, and neighbors

## **OTHER OPEN HOUSES**

### **Neighbor Preview Party**

Private time before the open house

Invite the neighbors for exclusive visit

Flyer, direct mail, door knock, phone call

Neighborhood websites and apps

Food and beverage

### **Luxury property**

By invitation only

Include luxury vendors

Luxury car

Jeweler

Restaurant

Share sphere of influence

## **Marketing the open, get them THERE**

Zillow, online marketing

Facebook

Canvas the 'move up' area near by

Past open prospects by price

Active buyer list

Announcements; mail, door hangars

Friends

## **Prepare**

Drive the neighborhood it before open house

Know the competing properties

Know the solds to support market price

Map of home and others

Market stats

Business cards

Sample flyers and brochures

Set up in kitchen, table or counter

Dress up

Name tag

### **Five Sense preparation**

Lights on, drapes open

TV set: travel channel, current sporting event

Refreshments

### **Signs**

Must use multiple signs/arrows at all points directing to property

Focus on the turns (Mick Cerrone suggest 30 signs!)

No more than 2-3 from busy street (Bob Wolff)

### **System for names**

First guest book by front door that few sign

Second guest book in your "office" setup

iPad/electronic registry

### **Philosophy**

Presumed Innocence

Mirror and Match

Prospect vs. agent 'wavelengths'

Let them go

### **Greeting**

Welcome to the open house, come in! Thank you for visiting.

Step back

Sign in now or later?

How did you hear about the open house?

May I show you or would you prefer to see it on your own?

Withhold feature sheet to save for later

Before you leave, please stop and see me. I have some information for you and I'd like to ask one question.

### **Ask for name or not?**

If you introduce yourself, they'll at least say their first name

Directly ask

Wait until you have rapport

Repeat their name

### **After they view the home**

Have a feature sheet ready for them

Bring them to your "office" area

Encourage them to sign the guest registry

### **Three key questions**

1. How soon would you like to be settled?
2. How long have you been looking?
3. If you found a home today, what would you do??

### **Open House Survey**

I rate the condition of this house:

I wish this house had

What I liked best was

I would guess the final sale price to be

Compared to others in this price range this home is:

Please contact me at:

### **Contest to guess sale price**

Closest to final price

Gift card

### **Initial questions**

How do you feel about this home?

At what stage are you in your buying process?

Have you seen anything you like?

If you found a home that met your needs, what would you do?

I know of three others in the area. Would you like to know about them?

### **Probe for areas of discontent**

Have you been able to see all the homes available?

If I hear of a home in this area, would you like to know about it?

How would I best get that information to you?

### **Bob Wolff technique**

Would they like to know more?

Offer flyers with business card attached

Ask for their courtesy in allowing you to show them the home

How would I send you more?

### **Listen for need for an appointment**

Would you like some help?

Would you like to arrange a time for us to visit later today?

### **Ask for an appointment**

You said that you missed seeing some desirable homes in the past. I have access to information on over X,000 homes. If I know specifically what you're looking for, I can

easily find it. Could we get together and visit for a while after the open?

Since you haven't discussed the purchase of a home with a Realtor® recently, I think you'll be pleasantly surprised how much easier this can be. Would 7:00 be a good time to get together?

It sounds like you'd really like to know about any new homes on the market. In order that I search for the right one, I'd like to get to know more about your interests and requirements. Would you care to stop by my office at 3:00 today?

## **Objections**

### **We prefer not to give our name**

Have you been overwhelmed by agents bothering you?

If I promise to contact you only if the home matches your area and price range would you feel more comfortable?

May I ask why you'd like to avoid agent contact?

### **We're working with an agent**

Do you have a buyer representation agreement with that person?

There is no need to go through open houses because your agent will do this research for you.

May I ask why you're still attending open houses?

### **We'll just look online**

Most buyers begin their search that way, but did you know that by the time a home comes online it's already been on the market for 7-10 days? (Explain the process.)

If you tell me what you're looking for and provide your contact information, I'll get homes to you much faster.

### **We're not ready to involve an agent yet**

I can appreciate you not wanting to obligate an agent until you're ready, but I have an automatic process that will keep you in the loop until you are.

Well when that time comes, I'd like to be considered so I'm happy to keep you on a regular email notification of new listings.

Besides, now that you've met the best agent in the market, wouldn't you want to remember who I am?!

## **FOLLOW UP**

### **Time to follow up**

It's the follow up that counts

If your open houses were busy, then you have a list of prospects

Don't waste all that time you invested

Separate the lookers from the buyers

Schedule a meeting

### **Thank you note**

Stand out by sending a handwritten note  
Remind them which property they visited

### **Send YouTube video of yourself**

Stand in front of the home they visited  
Record a selfie video thanking them for attending  
Post on YouTube  
Email to visitors

### **Email “8 Steps to Buying a Home” video**

Use our online consumer video service to email a view of “8 Steps to Buying a Home.” Check it out at [www.DavidKnox.com/Videos](http://www.DavidKnox.com/Videos)

### **Dialog and questions**

Get them on the telephone  
Hello this is \_\_\_\_, we met in the open house at \_\_\_\_\_. (May have to describe)  
Is this a good time to call?  
Looking back on this property, how did you feel about it?  
I wanted to follow up to see how the rest of your day went.  
What other homes interested you?  
Did you find anything you might buy?  
I’m always curious, how were the other open houses handled?  
What are your plans now?

### **Qualify**

Ideally, how soon would you like to be settled?  
How long have you been looking?  
How many homes have you seen?  
If you found a home that met your needs this week, what would you do? Would you buy it?  
Describe the home that was closest to matching your needs  
Would you like me to help you find other homes to see?  
Would you like some help?

### **Offer to help**

Send list of properties  
MLS drip campaign  
Invite to next open house  
Schedule meeting in office

### **Buyer counseling interview**

Schedule a meeting

Perhaps meet at one more home

Don't show too many without a full counseling interview

Describe your requirements for working with buyers

Be selective: "I work with four or five buyers a month and do have time to help you.

But first I'd like to sit down with you and determine your needs. We can then decide whether to work together."

When would you like to meet?

## **Summary**

You need to meet buyers

So be where they go: Open House

48% go to open houses

They come to YOU: "invited guest"

They're probably "single"

Offer service, ask to work with you

Follow up

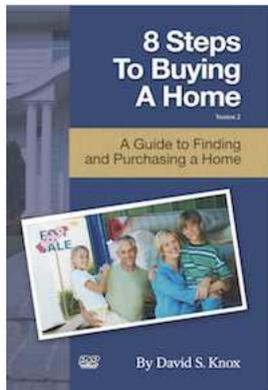
## Online streaming consumer videos. Check them out at:

[www.RealEstateConsumerVideos.com](http://www.RealEstateConsumerVideos.com)

One of the ways to increase your prospecting is to offer video content to them by instant email from your computer or mobile device. Check out the online versions of our famous consumer videos.

Once you subscribe, download the mobile app. Search “knox videos” in Google Play or the App Store.

### Customer comment:



This video demonstrates teaches buyers the importance of being ready to buy when they're looking, the necessity to be pre-approved and the benefits of working with one agent exclusively. The key eight steps addressed are:

- Get prepared to buy
- Work with a real estate agent
- Establish price range and financing
- Determine housing requirements
- Hunt for houses effectively
- Submit an attractive purchase agreement
- Negotiate the purchase effectively
- Achieve a successful close

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### Pre-Listing Videos. Smart Agents, Loyal Clients

A collection of professional online videos proven to educate and motivate your clients to a faster sale

Watch what Client Videos can do for you!

**Mobile App Available**  
Search "Knox Videos"

**Learn more about our pricing**

**Email views to your clients**

- 1 Select any of seven videos
- 2 Email online view to clients
- 3 Personalize the email, click "send"
- 4 You're notified when they watch

As many as you want for **\$19.<sup>77</sup>** / month\*

**Play videos on your website**

- 1 Includes the sending option
- 2 Place the Showcase on your website
- 3 Visitors select video, sign in and play
- 4 You capture their information

As many as you want for **\$29.<sup>77</sup>** / month\*



## Secure Prospects and Educate Clients with Online Video

Our educational streaming videos, created for clients, teach the fundamentals and complexities of real estate, so they are better prepared to work with you. Let us help provide that extra touch so you can be a more effective, credible and reputable agent.

### Educate clients before appointments

Send a video before appointments to increase your closing ratio. Video is a great way to add value and create loyalty.

### Provide content on social media

The key to social media is being relevant...providing content that meets the needs of consumers. Discuss the key points of these videos on social media to add interest to your posts.

### Mobile app available

Stream videos right on your mobile device during a presentation, or use the app to send videos to clients via your contacts or e-mail.

### Get notified

You'll get an e-mail when the client has viewed the video, so you know when they're engaged.

### Personal Branding

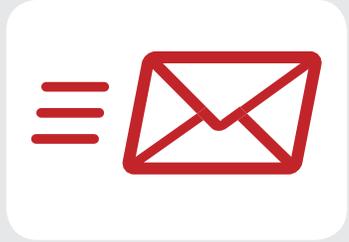
Videos watched on PC/Mac are watermarked with your contact information, keeping you top-of-mind.

### Capture leads on your website

Embed videos directly on your website, and guide prospects to them through marketing, allowing you to capture leads while providing valuable content (available only with premium/showcase subscription\*).

## How it works:

### 1. Send



Send any of six videos to your prospect or client with a customized e-mail message.

### 2. Watch



Your prospect/client receives a link to watch the online video, providing them valuable information.

### 3. List



You've demonstrated value and motivated your prospect. Now you can price, list, and SELL!

\* The ability to embed videos on your own website is available for an additional cost as part of the premium showcase subscription. Subscriptions intended for individuals. Contact us to inquire about company subscriptions.



# Mobile App



Search "Knox Videos"



## The Videos

\$197/ year • \$19.77/month\*

### Pricing Your Home to Sell

The secret weapon that teaches sellers to avoid overpricing, so they list with you at market value.



### Preparing Your Home to Sell

Show your sellers how to improve the appearance of their home by staging it for showings.



### Selecting Your Real Estate Agent

Ever lost a good listing to a bad agent? Teach homeowners the objective criteria for selecting a competent agent: you.



### Selling by Owner

When homeowners learn the entire difficult process of selling their own home, they may choose to hire you instead.



### Expired Listing

Help sellers analyze the marketing, condition and price of their home, and how listing with you will get them moved.



### 8 Steps to Buying a Home

Teach your buyers to be motivated, qualified and committed, so they'll buy, buy now and buy from you.



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<b>Email</b>					
<b>Monthly</b>	<input type="checkbox"/>	\$19.77/mo.	<input type="checkbox"/>	Showcase \$29.77/mo.	
<b>Annual</b>	<input type="checkbox"/>	\$197	<input type="checkbox"/>	Showcase \$297	
<b>Credit Card</b>					
<b>Expiration</b>		/		<b>Security Code</b>	
<b>Signature</b>					



### About David Knox

David Knox is an icon in the real estate training world with 40 years of experience as a national training director, CRS instructor and highly-respected international speaker. He has presented at more than 3,500 seminars in all 50 states and 11 countries. David has influenced millions of real estate professionals with best on-trend training practices from some of the top agents around the world.

\* Basic subscription: \$19.77 month-to-month, \$197 annual (17% savings) • Showcase/Premium subscription: \$29.77 month-to-month, \$297 annual (17% savings)

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