

# Get More Buyers and Sellers with Your Open House

## How to Get Open House Visitors to Engage and Ask for Your Help

Remember this is about human behavior and psychological triggers to quickly create rapport.

Be strategic and persuasive in your communication.

## The sequence of an engaging successful open house

### The first element is your mindset:



1. Be the host, not a salesperson welcoming visitors to your sales office or showroom.
2. Go first. Assume rapport. Assume you are going like and connect with visitors. Do not think or worry if they will like you or if you will like them. **Project warmth.**
3. Advanced technique: Think of someone you have found memories and what your visitors may remind you about that person. **Your Inner Smile.**
4. Your intention: Visitors will sense your **intention so make sure it is about helping them.** Not about a sales transaction.
5. Be in a state of calm and confidence. When you are in the thought/emotional state you will project it and your visitors will sense it.

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### Element Two – The Greeting:

1. Open arms greeting
2. Unconscious hello or generate hello
3. Handshake for instant rapport
4. Match & mirror energy and greet...even if it is serious/defensive
5. Secrets of props (home marketing material) for instant value and trust. Hand gracefully with value and receive with value (to create trust).

Generating a 'Hello' with eyebrows up and genuine smile - Oprah and me.



e.



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### The tour/conversation:

Match & mirror to maintain rapport. Resonate and harmonize to create rapport...the tribal effect.

Hypnotic language that **engages the imagination and emotions to get multiple offers:**

- When
- Imagine
- A room designed for...
- **Use sensory words** to enhance their experience and connection with the property.  
Example: **Visual** words...see, look, picture, brilliant, etc. **Sounds:** hear, quiet, sounds good, etc. **Feelings:** warmth, solid, feels good, etc.

Imagine waking up and sitting in this kitchen **looking** out at this **beautiful view**, holding your **warm** cup of coffee or tea, **smelling the aroma** and **listening** to the birds chirping outside.

Ask caring rapport questions:

- “So, what do you think about this room?”
- “How would you decorate this room?”
- “What are your thoughts?”

Note if they love and why. And, what they do not like about the room/area so you can naturally ask at the end of the tour, would they like your help finding a home with the perfect room/area. That’s if they do not have someone helping them already.

Reference to the property as a ‘HOME’ NOT a house. A home is more personal and family reference.

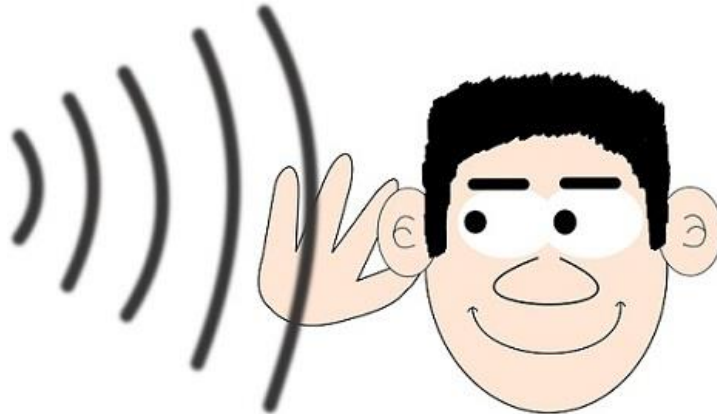
Unless it is an investor, then it is okay to say ‘house.’

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### **Ambiguous Language:**

Prime (create a train of thought) with ambiguous language.



Pause and/or lower your voice with a little bass (voce pattern of authority).

Example: **BUY NOW**...I'm sure you have looked at a number of homes.

**BUY THIS HOME**...being in this neighborhood you can feel confident this is a good investment.

Thank you for stopping **BUY THIS HOME**...

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## Images and text to prime for more offers:

- Home Sweet Home - pic
- Welcome Home – mat
- You can make an **OFFER NOW**

## Prime with Images and Words



You can **make an offer today!**

*Imagine the family gatherings you  
can have in this spacious kitchen*



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### Setting the conversation...meeting



If you established rapport, trust, caring and had the opportunity to ask questions, the odds are very high of them asking for your help finding the home of their dreams (or, to sell their home and find a new one if they are potential sellers) before they leave.

Continue to match & mirror as your guest prepare to leave. **Stay in harmony.**

If they do not ask for your help, ask...  
What did you think of the home?

If they love the home you can naturally say, “great, thanks for stopping...BUY THIS HOME...we are accepting offers today. Would you like to...make an offer?”

If they did view the home with you ask... “would YOU like me to help you find your perfect home?” ...with the right kitchen, backyard (what ever they expressed was not right for them) Not... I would be glad to help you. It is not about you and your needs or wants.

Power words...WHEN we meet...

Nod YES

I WILL HELP YOU AT NO-COST...for FREE...I’ll explain WHEN we meet.

**(arrange the follow up meeting/contact)** Let me make sure I have your complete contact information. And, when is a good day and time to connect.