

Listing Multiplier™

Open House Neighbor Marketing™ System

**Here's A Simple Way To Increase The Attendance To Your Open Houses,
And Builds Your Network At The Same Time**

Here's an easy system anyone can do right now. It's about increasing your traffic at your open houses. Why? You might think to get your home sold. But that's really not the reason. Very few homes get sold via open houses.

The purpose of holding an open house is to find buyers. But there's also another reason: To build your network and get more listings from neighbors in that area.

Anytime you take a listing, and hold an open house, you have a great opportunity to add lots of names to your network. PLUS, there's no better way to infiltrate a market for your services than with this system.

The "secret" is to offer them something of strong appeal to motivate them to act.

You want to make yourself stand out at your open houses, so here are a few ideas to get people to flock to them...

1. **Promote your home using several different methods:** classifieds, bandit signs, special email invites to agents, and of course contacting the neighbors near your listing.

In a separate document, I'll give you a sample letter you can use with your open houses to really boost your business by inviting neighbors to your open house.

2. **Have something special** to attract people, like refreshments, snacks, etc.
3. **Always send an invitation to the entire neighborhood** where the open house will be held (presented earlier). Why? No, you don't want to sell the home to them...you want to meet them personally. This way, you're building your image in your network, and you can get them on your network database. Remember, it's important for people to know you personally. That's fundamentally what differentiates you from other agents.

Here are a few other ideas our agents have used with success:

3-STEPS ULTIMATE™
STEP 2: *Compound Prospecting™*

1. **Hold a garage sale with registration.** Your owners are moving, and they'll possibly have one anyway. So have them coordinate a garage sale the same day as your open house. And make sure you get everyone registered. Then, always follow-up a day or two later with either a phone call, or short note. And get them on your regular network marketing system.
2. **Hold an Art Show.** Sounds strange, but an agent I know holds 2 per month with her higher priced listings. She worked an arrangement with several local art museums and stores, and has them coordinate the show. They should be more than willing to do this, since it will help sell their pieces. And people show up in droves. Make sure you promote the show to neighbors, and in your ads and flyers. This is a powerful way to meet more people – build your network..
3. **Offer a Free Credit Report to those attending.** Many of them will be buyers, and your credit report may be just the thing they need to act with you. Put together a small ½ page coupon on your word processor offering a credit report to visitors.