

Chris Suarez's

Open House Secrets



“I could either sit in my office and figure stuff out, or make that vacant home an office and not only figure stuff out from that vacant home, but put myself in the path of future buyers and sellers.”

In order to lead generate the roof off of your open houses, you must first create a system. Once that system is created, executing it to perfection everytime is the key to success.

Open Houses = Lead Generation

Real Estate is a database business that can be broken down into four categories: immediate buyers, future buyers, immediate sellers, and future sellers. When you really think about it, every single person you meet or come in contact with, falls into one of those-four categories. The ultimate goal is to turn “Haven’t Mets” into “Mets”.

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- Christopher Suarez

Your database will quickly snowball by following the methods laid out in this short eBook. If you can just build and expand on your databse you will be able to eventually net your goal income. This is a lead generation source that can help you build a \$20M business model.

The one question that has made Chris the most money is, “Are you out shopping for a home today, or do you happen to live in the neighborhood?” More information to this script, and many others that Chris and his team use can be found at www.hibandigital.com/chrissuarez.

This book provides in-depth analysis of Christopher Suarez’s interview on Pat Hiban Interviews Real Estate Rockstars, and the open house system that he has created. This interview can be found at www.hibandigital.com

01

01 TARGET SPECIFIC NEIGHBORHOODS

+ Prospecting-based,
marketing-enhanced

02 TARGET TRAFFIC PATTERNS

- Lunch time, commute times,
school drop-off/pick-up, walk-
ing patterns, weekend morn-
ings, evenings

02

03

03 KNOW OF ANY OTHER OPEN HOUSES

x Number of visitors expected: _____
Number of contacts expected: _____

**04 COMMIT TO
THE PLAN**

04

Monday

Select an open house, always selecting a week in advance.

Tuesday

Post the open house online
Obtain a call list of 100 closest neighbors
Mail invites out to owner occupieds, and non-owner occupieds

Wednesday

Post the open house online
Begin calling the neighbors
Put a sign in the yard stating what day the house will be open

Thursday

Post the open house online
Continue calling the neighbors
Invite your database via email
Go back to all calls from that listing
Email every internet lead that has come in on that listing

Friday

Post the open house online
Administrator prepares market stats, comps for the home,
and creates a digital flyer for dropbox

Saturday

Post the open house online
Minimum 5 directional signs get installed
Minimum of 10 door knocks
Post on social media when the house will be open

“I’m holding an open house just down the street, and I wanted to invite you to come by and take a look at the house. I have found that people who live in the neighborhood typically live here because they love it. So, if you have any friends or family who might be interested in the neighborhood, you could call them and invite them as well”

-Christopher Suarez





Sign in yard



Sign in yard with balloons and riders



Directional signs at all key corners with balloons and riders



Fliers the week before, e-mail invites and posted on website



Go invite neighbors (100 minimum)



Get on the phone that morning and remind everyone



Hold 4 other open houses in the area in various price ranges

Level 7





Strategically get:

- Name
- Number
- Email
- Mailing Adress

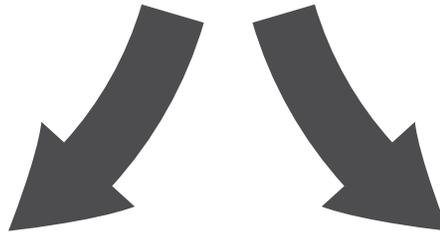


Use technology to capture leads
ie - Bright Open, Market Snapshot, Google Drive, Dropbox



Provide value to your leads

“Are you out shopping for a home today, or do you happen to live in the neighborhood?”



They Are a Neighbor:

“Are you familiar with the property values in the area? Would it be valuable to have a neighborhood report emailed to you monthly so you can stay in touch with what is happening to values in your neighborhood?”

They Are Out Shopping:

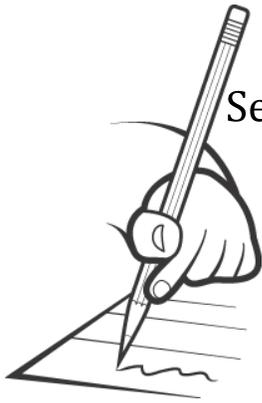
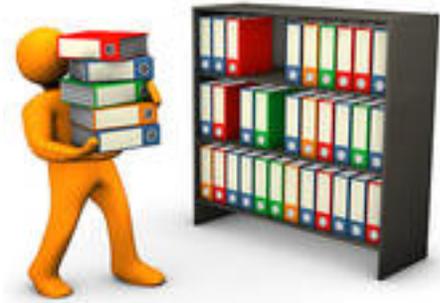
“Great! How have you been getting into homes? Would it be valuable to you if I put together a private tour one afternoon of all the homes that interest you, whether they are open on the weekend or not?”

Two large, dark gray, L-shaped arrows pointing towards the central text.

**GET CONTACT
INFORMATION**



Classify lead and add it to your database



Send a handwritten thank you note to all of the neighbors
Call and email all the visitors

POST-OPEN HOUSE SCRIPT

“We met earlier today at the open house. I wanted to let you know that I did a little digging when I got back to the office and I found several properties in the neighborhood where we met that match your criteria. I know the house you saw today wasn’t quite right, but I think these few others might have some potential. We could get together tomorrow around 4:00pm if that works for you? Why don’t we meet at my office and go from there.”



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Step 4: Click “Write a Review” button

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This book was created by Hiban Digital Broadcasting Network. All information obtained for it was shared by Chris Suarez.



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