Workshop
Hold an Open House by Design, Not by Accident

Description

Many agents may find themselves in a rut when holding open houses. Too often, they schedule a listing open at the last minute, especially if it is vacant. This approach is typically unsuccessful. This workshop helps agents proactively plan outstanding open houses. The objective is to host a well-attended open house that allows the listing to shine while connecting the agent to potential new clients!

Deliverables

Agents will create a list of tasks to complete each of the seven days leading up to an open house, the day of, and immediately following. In addition, there will be opportunities to pause the video for agent brainstorming, allowing peer-to-peer learning.

Preparation

Live Workshop

- Print the Open House by Design Handout.

- Have a projection and sound system available to display the video.

- Set up a whiteboard or flip chart for recording discussion responses.

- Set the room so agents can easily see each other, which is helpful during the brainstorming segments.

Virtual Workshop

- Email the Open House by Design Handout..

- Select a virtual meeting platform that allows for screen sharing, such as Zoom or Google Meet.

- When sharing the video, also share computer audio.

- Encourage attendees to turn on their cameras to maximize engagement and participation.

Instructions

1. Distribute the Open House by Design Handout..

2. Play the video.

3. When instructed, PAUSE the video and allow agents time to brainstorm on the idea presented.

4. Record responses on the whiteboard.

5. Recommend agents take a picture of the whiteboard at the end of the workshop.

Next Steps: Go Above & Beyond

- At the next sales meeting, ask attendees to share their feedback and experiences as a result of the workshop. Public sharing promotes attendance at future workshops and fosters a collaborative environment.

- Follow up individually with agents you are mentoring to facilitate the application of innovative ideas and share successes.