

# THE COMPLETE OPEN HOUSE KIT





## **THE OPEN HOUSE IS UNDERUTILIZED**

Most Realtors treat an open house like a showing with more people. They put out a sign, set up some cookies, and hope for the best. The serious buyers come. The curious neighbors come. Nobody signs in. Nobody gets followed up with. The afternoon passes. And that is it.

That is not an open house strategy. That is an obligation.

An open house, done right, is one of the highest-leverage lead-generation and brand-building events available to any Realtor in any market. It is the one moment where you have a captive, self-selected audience of people who are — by definition — interested in real estate right now. What you do with that audience determines whether the open house was worth your Saturday.

**"Every person who walks through your open house is either a buyer, a future seller, or someone who knows one. Your job is to make sure they leave knowing exactly who you are and how to reach you."**

## **THE ROLE OF YOUR PRINCETON LO**

Here is the piece that separates a good open house from a great one: your Princeton Loan Originator.

When you co-host an open house with your Princeton LO, you are not just hosting a home tour. You are offering a complete real estate experience. Buyers who are browsing on a Saturday afternoon often have not been pre-approved, have questions about what they can afford, or have concerns about the financing process that are quietly keeping them from moving forward. Your LO can answer all of those questions — on the spot.

This is a competitive advantage most agents do not have. When a buyer walks out of your open house having spoken with a mortgage professional, they are more likely to move forward, more likely to feel confident, and more likely to remember you as the Realtor who made the process easy.

## How Your Princeton LO Stays Coordinated With You

Princeton's Loan Originators use a structured weekly outreach system designed to keep your open house partnership running on autopilot. Your LO reaches out every week with two simple touchpoints:

Monday: A quick check-in. Do you have any buyers who need a pre-approval this week? This keeps the pipeline moving.

Wednesday: Do you have an open house this weekend? Your LO can provide co-branded marketing materials, rate sheets, and sign-in support — so coordination happens automatically, not as a last-minute scramble.

If your Princeton LO is not already doing this, ask them to. It is how the best Realtor-LO partnerships operate: consistent, professional, and always one step ahead.

## How to Activate Your Princeton LO at Your Open House

1. Contact your Princeton LO at least one week in advance. Share the property details and discuss co-branding the event marketing materials.
2. Ask your LO to prepare a co-branded rate sheet or financing overview specific to the property — including estimated monthly payments at current rates and available loan products.
3. Introduce your LO to every visitor. Not as a sales pitch — as a resource. "This is [Name] from Princeton Mortgage. If you have any questions about financing or what you might qualify for, they are here for exactly that."
4. Follow up together. When you reach out after the open house, your LO follows up simultaneously — creating a coordinated, professional experience that no other agent in the market is offering.

**"Your Princeton LO is not an add-on to your open house. They are a co-presenter. The buyers who meet your LO at an open house are some of the most qualified leads either of you will find all year."**

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Rather than showing up with scattered materials, you should arrive at every open house with a coordinated set of tools that supports you, captures buyer interest properly, and reinforces your role as a professional. Consistency builds trust, repeat business, and stronger partnerships over time.

Your kit should include:

- ▶ **A co-branded property hot sheet** — one page with key features, list price, estimated monthly payment at current rates (your LO provides this), and both your contact details.
- ▶ **A branded digital sign-in station** — a QR code linked to a Google Form or follow-up tool. This captures information cleanly and removes the awkward clipboard moment. Print the QR code large and place it at the entrance.
- ▶ **Princeton-branded rate sheets or financing overview** — not aggressive, not sales-heavy. Simply present: “Here is what this home might look like with different financing options.”
- ▶ **Directional signs** — placed 30 minutes before the open house begins.
- ▶ **Your phone, charged and ready** — for capturing at least one photo or short video during the event for social media.

Ask your Princeton LO about having a full-service kit prepared for you. They can coordinate the rate sheet, financing overview, and co-branded materials so you arrive organized, professional, and ready.

## THE OPEN HOUSE IS UNDERUTILIZED

The Full Open House Marketing System

Here is how to think about your open house: it is not a one-day event. It is a marketing campaign with a before, a during, and an after. Most agents only show up for the during. The before and after are where the real leverage is.

### BEFORE — Drive Traffic and Build Anticipation

- ▶ Post the open house to every portal: Zillow, Realtor.com, your brokerage site, MLS. Post 72 hours in advance minimum.
- ▶ Create an Instagram or Facebook reel. Show the property. Mention the neighborhood. Give people a reason to come beyond “open house this Sunday.”
- ▶ Door-knock or postcard the surrounding neighborhood. Neighbors talk. They also have

friends who want to live near them.

- ▶ Send an email to your database: “I am hosting an open house this Sunday — here are the details.” Past clients, sphere of influence, prospects.
- ▶ Co-brand your digital promotion with your Princeton LO. Include their photo and contact information. “Have questions about financing? [LO name] from Princeton Mortgage will be there.”

### **DURING — Create an Experience, Not Just a Tour**

- ▶ Set up your branded sign-in station at the entrance. QR code displayed prominently. This is not optional.
- ▶ Hot sheets and rate sheets available at the entrance and throughout the property.
- ▶ Princeton LO introduced and set up to engage visitors about financing.
- ▶ Greet every person. Learn their name. Ask one qualifying question: “Are you actively looking, or just getting a feel for the market right now?” Their answer tells you everything about how to follow up.
- ▶ Capture at least one photo or short video for social media. Even a 30-second video saying “I am here at [address] today — come by if you are in the area” can drive walk-ins and feeds your visibility engine.

### **AFTER — Follow Up Within 24 Hours**

This is where most open houses die. The event ends and nobody hears from you again. The after-event follow-up is what separates professionals from hobbyists.

- ▶ Text every person who signed in within 24 hours. Not an email. A text. “Great to meet you at [address] today — let me know if you have any questions about the home or the neighborhood.”
- ▶ Email any leads who expressed interest with a personalized follow-up. Include the co-branded hot sheet as an attachment. Include your LO’s contact information if they asked about financing.
- ▶ Add every sign-in to your database and tag them. These are warm leads. They were at your open house. They are in the market.
- ▶ Post a follow-up video or story: “Had a great open house today — here are three things I noticed that buyers are asking about in this market right now.” Turn the event into content. This feeds Strategy 2.
- ▶ Debrief with your LO. Who showed up? Who asked about financing? Who is worth a coordinated follow-up from both of you?

Your LO should be following up simultaneously — reaching out to visitors who expressed interest in financing, reinforcing the conversation they had at the event. The result is a coordinated, two-pronged follow-up that no other agent in the market is providing.

## **FOLLOW-UP SCENARIOS**

Not every open house interaction is the same. Calibrate your follow-up to match:

- ▶ **Strong connection:** You had an extended conversation and strong rapport — follow up warmly, reference something specific you discussed.
- ▶ **Brief interaction:** A quick hello and a handshake — follow up with value (a market stat, a neighborhood tip) to re-open the conversation.
- ▶ **Sign-in only:** They signed in but you did not speak — follow up with a text thanking them for visiting and offering to answer any questions.
- ▶ **Materials only:** They took materials but did not engage — add them to your database and include them in your next email outreach.



## STRATEGY 3: OPEN HOUSE CHECKLIST

# The Complete Open House Checklist

Use this checklist for every open house. Build the habit of checking every box — and your open houses will consistently outperform the competition.

### One Week Before

- Property submitted to all portals with open house date
- Social media reel or post drafted and scheduled
- Princeton LO contacted and confirmed for co-hosting
- Co-branded flyer and hot sheet designed
- Neighborhood door-knock or postcard scheduled
- Database email drafted

### Two Days Before

- 40% Education: Market updates, homebuyer/seller tips, FAQs.
- Database email sent
- Social media post published
- Digital sign-in QR code link confirmed and tested
- Co-branded Princeton rate sheet printed or available digitally
- LO attendance and materials confirmed

### Day Of — Setup

- Directional signs placed 30 minutes before open house
- Branded sign-in station set up at entrance
- QR code sign-in displayed prominently
- Hot sheets and rate sheets available at entrance and throughout property
- Princeton LO introduced and positioned to engage visitors
- Short welcome video recorded for social media stories

## STRATEGY 3: OPEN HOUSE CHECKLIST

### During

- Every visitor greeted by name and introduced to your LO
- Qualifying question asked: actively looking vs. early stage
- Every visitor signed in via QR code or paper backup
- At least one photo or short video captured for social media

### Within 24 Hours After

- Text sent to every sign-in
- Personalized email sent to high-interest leads
- All sign-ins added to database and tagged
- Debrief call with Princeton LO completed
- Follow-up social media post or story published

