

**A 4X Agent is Organized • A 4X Agent is a Professional • A 4X Agent Operates with Intention  
This is where these specific facets become known.**

## Open House Kit

Get yourself a container that goes into your vehicle on **Open House Day**. This will have everything that you need for set up.

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### Basic kit contents:

- |  |   |
|--|---|
| <input type="checkbox"/> Brochure Holders                              | <input type="checkbox"/> Branded Give-Away Merchandise – pens, pads, key rings, magnets, trinkets etc.      |
| <input type="checkbox"/> Business Card Holder and Extra Business Cards | <input type="checkbox"/> Paper Copy of Listing Presentation – or Ipad or Monitor Screen to present visually |
| <input type="checkbox"/> Extra Pens                                    | <input type="checkbox"/> Candle   |
| <input type="checkbox"/> Sign-In Forms and ClipBoards                  | <input type="checkbox"/> Speaker  |
| <input type="checkbox"/> Personal Brochure                             |   |
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**In order to 4X your Open House event. Here are the four factors that will help prepare for all interactions and the set the stage for success!**

### 1. Ambiance

#### Create a Welcoming and Comfortable Atmosphere

I created an “Open House Playlist” on my iphone and ipad and I have my own Bose speaker that I bring to open houses. There are many ways to play music. I have light instrumental jazz, or guitar. I am not playing pop music at my open houses. Music is simply to create some ambiance. Candles to create a scent placed strategically in the home are a good idea. Snacks and drinks are also part of this. How this is displayed is also important. If you buy donuts for example, I suggest that you take the donuts out of the box and put them on a plate. We are not advertising for the donut company. This is just an example. You want the neighbors to be impressed when they leave. Leave nothing to chance.

### 2. Display Items

This is your open house display. A feature sheet box for your brochures and pertinent information. A Business card holder. Make the display look nice and organized. I would suggest a “multiple sheet holder”. Pick from the list below and create your own display. I suggest in the kitchen where its natural and comfortable for people to engage in a conversation.

### 3. "Email-able" info

This is information that you may have in the open house as a hard copy. This is information that is pertinent to the property and relevant information that a Buyer may want to know. I suggest having only one copy of this information in the home. Sometimes, I will actually laminate that piece of information so it seems more permanent to stay in the home in the “display area”. I bought a laminator for such purposes. These types of items stay in the home for 3 reasons:

1. It would be ridiculous to have stacks of paper packages in the home to give to people.

2. This is an opportunity to show that you are prepared, and it shows that you have information available to answer questions for people. This supports your reputation and helps you stand out as a professional. But the biggest opportunity here is,
3. If someone is interested in more pertinent and complete information, you can offer to email it to them. This is the beginning of service for these individuals. It begins the conversation. It opens the door.

Simply explain to them that this is your only copy here but you would be happy to send it to them in an email.

#### **Examples of “Emailable Items”**

- X Comparable homes for sale
- X Comparable homes that have sold recently
- X Site Survey showing the lot and the house on the lot with measurements
- X Site plan showing the lot dimensions only or Bird’s Eye view of property
- X Relevant Zoning regulation for that property
- X Property Disclosure Statement
- X Title Search of Property
- X House Plan and Layout
- X Strata or Home-Owner Association Info
- X Developer Disclosure Statement, if applicable
- X Information on Surrounding Parks and Schools
- X Agency Forms
- X Potential Subdivision plans or notices in the area

#### **4. Take Away's**

**Leave them with a great final impression.**

I am a firm believer in “take aways”. Take Aways are items that people will carry with them and take home. It may become garbage or recycling materials later, but it is branding that will stick with them for a little bit of time. If they are interested in the home or in your services, it is another easy way for them to figure out how to contact you and it displays your quality of care. Badly designed “take aways” will not serve you in building your reputation. I encourage you to use higher quality paper – bigger pictures and full color – laser copied. These should look very professional.

#### **Examples of Take-Aways**

- X Property Brochure
- X House Layout
- X Mortgage Brochure with payment scenarios
- X Business Cards and Branded items

I understand that this is a wide spectrum of items, that may or may not pertain to you. I also understand that some of these things still need to be created if you haven’t already. That is ok. I want you to utilize this list to help remind you of all of the things that you can do to properly prepare to be ready for all types of opportunities. This information satisfies all personality types as well. You may enter into a discussion with someone about the future potential of the property. Well you have the zoning bylaw right there. You may run into someone who wants to know more about stats. You have that information there. You may run into someone who wants to know if there is enough room to build a shop on the property. You have the site survey there at the open house. You may run into someone who needs to sell first and has never sold a home before. You have information right there to give to them or email to them about how you market homes. In addition, you are doing everything you can to be - what those people need you to be.

**FULL CHECKLIST OF ITEMS FOR THE MASTER OF THE OPEN HOUSE**

- Brochures
- Site Surveys
- Site plans showing lot
- Property Disclosure Statement
- Title Document
- Strata or HomeOwners Association info
- Agency Forms
- Blank Contract or have one ready on tablet or laptop
- House Plan Layout
- Sign up forms on card stock – 2 clipboards with pens
- Giveaway materials that are branded to you- ie. Pens, magnets, water bottles, grocery pads etc.
- Music
- Candles
- Marketing Listings Brochure
- Buyer Agreements
- Pre-Inspection Report
- Utility Bills
- Any Warranty's for recent work or replacements like water heaters or furnaces or roofing etc.
- List of 6 to 10 Comparable Homes on the market right now.
- List of 3 to 4 Recent Sales
- Refreshments such as: Bottles of Water and Snacks; some desert items; or meat and cheese trays or Sushi Trays, etc.  
Whatever fits your style and the style of the target market.
- Open House Flag with various install options
- Small Sandwich Board Signs
- Larger Sandwich Board Signs
- Smaller Stake signs that point right and left and upwards
- OPEN Coming up! Signs either on smaller stakes for the lawn or toppers or magnetic
  - Various time frames and days for various purposes
    - Eg. Saturday 12-2pm – 1-3pm – 2-4pm or other and same for Sunday.
    - Maybe you have weekday opens?
    - Maybe you have REALTOR OPENS?
    - Maybe you have Neighborhood Welcomes?
- Pop up welcome table
- Mini-Table cloth for welcome table
- Light up Welcome Sign
- "Please remove shoes" sign
- "Come on in" for the Front door
- "Please sign in" sign