

THE OPEN HOUSE PLAYBOOK FOR BUSY REALTOR MOMS



HOW TO TURN 2 HOURS INTO
REAL CONVERSATIONS,
CLIENTS, AND CLOSINGS

INDEX

02 XXX

03 XXX

04 XXX

XXX

05 XXX

06 XXX



STRATEGIES THAT ACTUALLY MAKE MONEY



YOU NEED A STRATEGY THAT ACTUALLY CONVERTS

Open houses have always been a part of how I do business.

Not because I think they magically sell homes... but because they create conversations.

And conversations are where everything starts.

When I became a mom, I didn't reinvent my strategy – I refined it.

I became more intentional with my time, more focused on who I was actually there to connect with, and more aware of what was worth my energy... and what wasn't.

This is the approach I use now. It's simple, strategic, and built to actually lead somewhere.

When you are able to master open houses, you create consistency, confidence, community, and conversations.

Every open house is an opportunity to demonstrate your expertise, earn trust and turn real conversations into closings.

You're not just standing in a listing, you're there selling a home and earning future paychecks in the process.

You can do this, and it all starts with a conversation.

Molly

WHY MOST OPEN HOUSES DON'T WORK

- No clear strategy → just “showing up”
- No plan for conversations
- No follow-up system
- Too much time for too little return

The real value of an open house isn't just what happens in those two hours... It's what happens after.

Every conversation has the potential to turn into something more – if you have a plan to follow up, reconnect, and move people forward.

You don't need more time.
You need a better way to use the time you already have.
You need a better plan.



THE MOM ADVANTAGE

This is your differentiator.

- You relate to families differently
- You understand functionality (not just finishes)
- You ask better questions
- You create trust faster

The right clients don't see your life as a limitation...they see it as the reason to trust you

Open houses don't work because you "show up."

They work when you have a plan for what you're actually there to do.

This is the framework I use every single time - especially now that my time matters more than ever.



THE PREP

CHOOSE YOUR OPENS WISELY

ASSESSING WETHER A HOME IS GOING TO BE A GOOD REPRESENTATION OF YOU AND YOUR BUSINESS IS EASY ONCE YOU KNOW THE EQUATION...

- ✓ Is it new to the market?
- ✓ Does it look good – meaning it's visually appealing and well presented?
- ✓ Or is it priced well – offering value that draws attention?

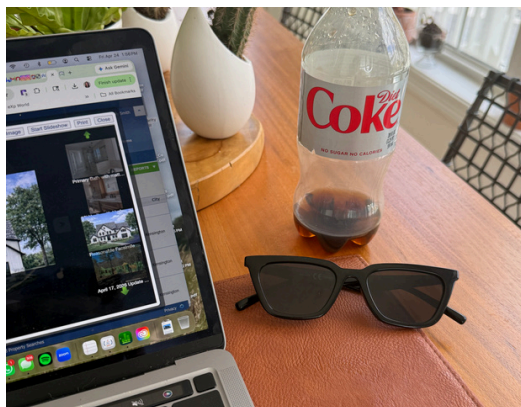
You want at least one of these to be true, ideally all three.

OPEN HOUSE TIMING

Look at the market and check which other homes in the same price range or neighborhood will be open the same weekend. Align your times so that you can maximize traffic by sharing buyer flow.

A house can sell any day of the week, but open houses gain the most traction when they're new or have a recent price drop. Many agents use open houses as a way to show the seller they are trying to sell the home.

If you are considering hosting another agents open house be sure you know the current status and reason for the open.



As a listing agent, it's crucial to gauge whether an open house is a benefit or a detraction from your marketing. Think about the traffic patterns, layout, and ideal buyer avatar when deciding.

MARKETING PREP LIST

- ✓ Optimize timing for sharing traffic
- ✓ Identify the actual buyer profile
- ✓ Personally invite neighbors
- ✓ Reach out to active buyers in your network and your sphere
- ✓ "Open House" Buzz – don't skip telling people about it!

Script Idea for Neighbors

"Hi there! We're opening up [address] this weekend. I'm guessing you have friends or family that want to live in the neighborhood with you – they'll thank you for sharing it – *insert your link*"

THE PREP

XXXXX

MOST AGENTS RELY ON WHATEVER TRAFFIC HAPPENS TO SHOW UP.

That's not a strategy.

If you want better conversations, stronger leads, and actual opportunities... you need to be intentional about who walks through the door.

Start with the Buyer Profile
Before anything else, get clear on this:

👉 Who is most likely to buy this home?

- First-time buyers?
- Move-up families?
- Downsizers?

When you know who you're speaking to, everything else becomes easier – how you market it, how you talk about it, and who you reach out to.



YOU'RE SITTING ON OPPORTUNITY

Pro Tip: Leverage What You Already Have

- Reach out to active buyers in your pipeline
- Think about past conversations
- Reconnect with people who said "not yet"

Script Idea for Pipeline and Sphere 💬

"Hi there! I'm hosting an open house at [address] this weekend and thought of you. It might not be the one for you but if you know anyone looking I would love for you to share!"

THE PREP

ACCESS, ARRIVAL, PRESENCE, SAFETY

ACCESS CHECKLIST

Before you even leave your house:

- ✓ Double check the address + your drive time the day before and day of (traffic will humble you fast)
- ✓ Make sure the date + time are correct in MLS — mistakes happen more than you think and it's not worth wasting your time
- ✓ Confirm how you're getting in → lockbox location, codes, alarms, gates, all of it
- ✓ Have a backup contact just in case something doesn't work
- ✓ And always let someone know where you are + your timing (sharing your location with a loved one on your cell is always a smart idea)
- ✓ Quick check-out text when you're back in the car and leaving

WHEN YOU ARRIVE

- ✓ Make a quick call as you enter and announce yourself as you walk in
- ✓ Turn on every light as you walkthrough the home - it brightens the home and confirms no one is there
- ✓ If it's vacant, check for unexpected occupants ... yes, even in high-end homes
- ✓ Keep your keys on you at all times
- ✓ Wear shoes you can actually move in

Before you do anything else do a quick walk-through so you understand the house

- electrical panel
- heating system
- water tank
- sump pump (if there is one)
- attic + basement access
- anything that could come up later

You don't want to be figuring that out mid-conversation with buyers.



THE PREP

ACCESS, ARRIVAL, PRESENCE, SAFETY

BEFORE THE OPEN HOUSE

This is where the real work happens.

- ✓ Add it to your calendar and block an extra 30 minutes for setup and walkthrough (you will use it)
- ✓ Go through MLS like it's your job... because it is
- ✓ Read everything → remarks, attachments, disclosures, all of it.
- ✓ Pull public record too so nothing catches you off guard
- ✓ Build your own quick FAQ so you're not "checking on that" mid-conversation.

FAQ template

- price
- utilities
- age of systems
- taxes
- schools
- location and neighborhood highlights
- google map image

- ✓ Check in with the listing agent and get the full story

Ask the 5 Ws:

- Who is the seller
- Why are they moving
- What's the real draw of the house
- When do they need to move
- What happens if no offer comes in

You'd be surprised what you learn just by asking a few better questions.



Print what you actually need:

- ✓ your FAQ sheet
- ✓ your 5 Ws notes
- ✓ at least 20 full MLS packets – GIS map, tax card, assessor record, disclosures
- ✓ clean branded feature sheets
- ✓ a 'house copy' of everything so you have all of the information handy incase you forget something or run out of packets.

This is the difference between "hosting an open house" and actually knowing what you're talking about when someone walks in.

THE PREP

ACCESS, ARRIVAL, PRESENCE, SAFETY

SET UP + LET'S GET TO WORK

- ✓ Put out at least 4 signs
 - 3 directional to guide people in
 - 1 at the house facing inward so it actually catches attention
- ✓ Walk the lot and the house before anyone shows up
- ✓ Get a feel for the land, the flow, and the overall condition
- ✓ Pay attention to property lines and anything worth calling out both the good and the not-so-great — you want to be ready for both
- ✓ Take a minute to review your FAQ before people start coming in
- ✓ Keep it on you so you're not guessing or fumbling through answers

This is the difference between just standing there...and actually showing up like you know the house.



KNOW MORE THAN THEY DO

This is where you separate yourself, before the open house...

- ✓ Identify 3–5 comparable homes buyers are likely seeing that day
 - If you can, go walk them ahead of time and get the real feel (this is where your edge is)
- ✓ Print those listing sheets so you're not trying to pull things up on your phone mid-conversation
- ✓ Call the agents and get the 5 Ws on each one
 - Who's selling
 - Why
 - What's working / not working
 - What's their timeline
 - What happens if it doesn't sell

Take notes. This is the stuff buyers actually care about.

THE PREP

ACCESS, ARRIVAL, PRESENCE, SAFETY

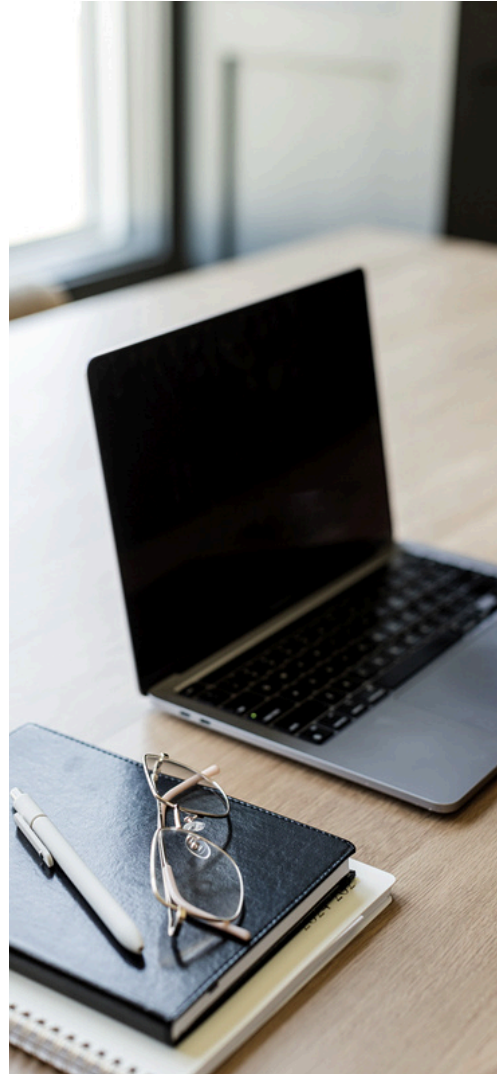
SAFETY FIRST – ALWAYS

- ✓ Let someone know where you are + your timing
- ✓ Quick check-in when you arrive and another when you're back in your car leaving (not standing in the driveway)
- ✓ Keep your phone on you with location services on
- ✓ Keys stay in your pocket at all times
- ✓ Don't go into basements or attics with a buyer
And always keep yourself between them and the exit
- ✓ Never walk downstairs with someone behind you
- ✓ Wear shoes you can actually move in – Skip anything with straps, ties, or anything you'd have to think about
- ✓ If something feels off... it probably is
Step outside, create space, and call for support

You can always say:

"My partner is on their way, we'll both be here to help you."

Don't hesitate to make a live call to someone who knows where you are with a passphrase that suggests you aren't sure about a guest.



MANAGE THE EXPERIENCE

WHAT YOU DO MATTERS



What you do inside the open house is what creates the opportunity
Most agents either over-talk... or disappear.
Neither works.

An open house isn't about hovering or hosting – it's about guiding
the experience in a way that feels natural, but intentional.

FIRST IMPRESSIONS SET THE TONE

Don't sit behind a table.
Don't wait for people to come to you.
Greet them like a real person:

💬 “Hi! Welcome in – feel free to take a look around. I'll be here if you
have any questions.”
Simple. Easy. No pressure.

LET THEM EXPERIENCE THE HOME FIRST

You don't need to start selling the second they walk in.

Give people a minute to:

- walk through the space
- get a feel for the home
- have their own reactions

This makes your conversations way more natural when you connect
after.

MANAGE THE EXPERIENCE

THEN START THE RIGHT CONVERSATIONS

This is where most agents miss it.

Skip:

✗ "Do you have an agent?"

✗ "Are you pre-approved?"

Start here instead:

💬 "What made you stop in today?"

💬 "Are you familiar with the area or just starting to explore?"

💬 "What would this home need to have for it to feel like the one?"

These open the door to real answers — not shut-down responses.

PAY ATTENTION TO WHAT THEY ARE TELLING YOU

You don't need a script for everything.

Listen for:

- timing ("we're just starting" vs "we need to move soon")
- motivation (growing family, downsizing, relocation)
- gaps (what they're not finding)

Pro Tip: Make note of what they say and put this into your CRM, take notes of their actions and stay in contact with valuable updates.

GUIDE - DON'T CHASE

You're there to:

- ✓ understand what they actually want
- ✓ position yourself as the person who can help them get it

That's what turns a quick visit into a real connection.

The goal isn't to sell the house in that moment.

It's to create a conversation that leads somewhere.

CONVERSATIONS THAT CONVERT

Your job is to help people feel welcome, not pressured.
When people relax, they share what they truly want – and that’s when you can guide them.

THE GREETING SCRIPT

Warm smile + open body language

💬 “Hi! I’m Molly — I’m so glad you made it.

I’m here to help you get to know the home and answer any questions about the market.

Move at your own pace — there’s no right or wrong way to see a house.

Ask anything you need — if I don’t know the answer, I’ll find it for you.

Once I get you signed in, you’re free to wander.”

Then say:

💬 “Feel free to take photos or video — or measure anything you need.”

Collect info

💬 “Which agent are you working with? And what’s the best email for me to send you the full details and a few comparable homes?”

Smile and thank them.

CONVERSATIONS THAT CONVERT

WHILE THEY TOUR

Ask feeling-based questions that make them slow down and imagine living there.

- ... “How does this location feel for you?”
- ... “How do the room sizes feel?”
- ... “Would your furniture fit comfortably?”

If they don't seem interested, pivot gracefully...

- ... “Was there enough basement space for you?”
- ... “Are you hoping for another bedroom?”
- ... “Are you open to other towns?”

This shows you're helpful beyond this house.

CHECKING INTEREST

Ask direct but friendly:

- ... “Do you feel like this could be a home you'd consider?”

If they say yes — explore next steps.

If they say no — stay curious:

- ... “Got it — what are you hoping to find that this one doesn't have?”

Listen. You'll often learn what to show them next.

CLOSING THE VISIT

As they finish touring:

Hand them your card, make eye contact, and say gently:

- ... “I'm really glad you stopped in today.

If you need help with anything related to real estate – market questions, home values, future plans – I'm here to help.”

Pro Tip: The way you end a conversation is how you'll be remembered.

CONVERSATIONS THAT CONVERT

Every conversation should gently move somewhere:

- toward clarity
- toward next steps
- toward a relationship

Ask Better Questions → Get Better Answers

Instead of asking questions that shut people down...

Ask questions that open things up:

- 💬 "What does your timing look like right now?"
- 💬 "Have you seen anything that's come close to what you're looking for?"
- 💬 "What's been missing from the homes you've seen so far?"

These give you real information — not yes/no answers.

Every buyer has something they:

- haven't found yet
- don't fully understand
- or are unsure how to navigate

This is where you can help...

- 💬 "It sounds like you haven't quite found the right fit yet... would it be helpful if I sent you a few options that match what you just described?"
- 💬 "Why don't I send you a couple homes that might be a better fit — and you can tell me what you like and don't like from there?"
- 💬 "Would it be helpful if I kept an eye out for anything that matches this before it hits the market?"

The goal is to become

- 👉 the person they think of when they're ready
- 👉 the one who actually understood what they needed

People don't remember the house.

They remember how you made the process feel.

BUILD YOUR MOMENTUM

Your open house doesn't end when you leave

This is where a lot of people drop the ball... the follow-up is half the job

✓ Before you begin

– Snap a quick photo or short video of your setup or signage
Post something simple like:

💬 "All set for today's open at [Address] — coffee's ready and we're expecting a good crowd"

✓ During the open

If it's busy, share it

💬 "What a turnout today — if you missed it, message me and I'll fill you in"

✓ After the open

Do a quick wrap-up post

💬 "Wow — that was a busy one
We had [XX] groups through today at [Address]. If you couldn't make it, reach out — I'm happy to share details!"

✓ Engage (this part matters more than the post itself)

– Respond to comments
– Acknowledge anyone who engages

And send a quick, normal DM (not weird, not salesy):

💬 "Hey! I saw you checked out the house on [Address] — I love that kitchen. Are you familiar with that area at all?"

Then just... have a conversation

💡 Pro tip: The agent who follows up first and actually feels like a human is the one people remember.

AFTER THE OPEN HOUSE

CLOSING TIME AND FEEDBACK

Put the house back exactly how you found it or how you were asked to leave it.

- ✓ Close all closet door
- ✓ Turn off lights
- ✓ Set heat or AC back to where it was
- ✓ Do a full check:
 - doors and windows locked
 - quick sweep of every room to make sure no one is still inside
- ✓ Grab all your things
 - signs-in sheets
 - booties
 - listing materials
- ✓ Lock up
- ✓ Grab your signs on the way out
- ✓ Get in your car, lock your doors and send a quick “I’m heading out” text to your person
- ✓ Call the seller or the agent who you are covering for and give them a full debrief of the open house.
 - number of parties through
 - common questions that came up
 - overall feedback on condition, price, and location

SHARE REAL FEEDBACK, NOT FLUFF

If you are covering for the listing agent → keep it simple.

... “Hi [name], just wrapped up the open. We had [X] groups through — mostly [who showed up]. Average time was around [X minutes]. Most common questions were [A, B, C]. A couple people seemed seriously interested. I’ll follow up with anyone who came through without an agent and I’ll send over the agents whose buyers stopped by.”

If it’s your listing → call your seller right away, don’t wait for them to call you

... “Hi! Just wanted to update you. We had [X] groups through today. Most people stayed around [X minutes] and really liked [A + B]. I think [X] felt more serious. I’ll follow up with everyone and keep you posted as I hear more. House is all set – locked up and lights are off.”

AFTER THE OPEN HOUSE

THE SECRET SAUCE

POST-OPEN FOLLOW-UP

Your open house isn't over when the door closes.

This is the part that turns "just looking" rjaneinto real conversations.

Follow up with buyers within 24 hours. Call or text anyone who came through without an agent

Keep it easy and normal:

💬 "Hey, it's Molly – we met at [Address], the one with the [kitchen / yard / whatever stood out]. Did you end up seeing [comp property] too? Curious how they compared for you"

If they saw both → talk it through

If they didn't:

💬 "Got it – if the right house popped up, are you hoping to move in the next few months? That one might be worth seeing just for context so you can compare as things come up"

And then open it up:

→ are they open to other towns
→ what actually matters to them
→ do they have kids? pets? work from home? need to have a short commute? be near family?

Take notes. Follow up with something useful.

💡 Pro tip:

Follow up quickly, people forget details fast but they remember how you made them feel. Be the one who reaches out first and actually has something helpful to say.

TURN ONE OPEN HOUSE INTO A PIPELINE



XXXX

- 1 listing → multiple buyer conversations
- neighbors → future sellers
- follow-up → pipeline

One open house should never equal one opportunity.

THE NEIGHBORHOOD

Once the home is pending send handwritten notes to the neighbors using the “Congratulations – You’ve Got a New Neighbor!” template below.

Keep it easy:

💬 “Just wanted to share some exciting news – the home at [Address] is officially sold!

We’re so happy for the sellers and excited for the new owners.
They’re going to be a great addition to the neighborhood”

This is one of those small things that does a lot.

It keeps your name in front of people and positions you as the agent who actually gets homes sold.

Pro tip: Handwritten notes are wildly underused, and they work, every single time.

TURN ONE OPEN HOUSE INTO A PIPELINE



XXXX

- xxx

Revisit everyone you texted before the open house.

💬 “Remember that house I told you about? We got it sold!
Thank you so much for your support – I really appreciate you.”

Social Post: Using story telling format, tugging at the heart strings, with a call to action.

“Joy, Fear, Uncertainty, we navigated it all. The home owners felt overwhelmed in a good way when they saw the turnout we had at our open house events and the offers that came in really caught their attention. Thank you to everyone who shared or stopped by] your support means everything.”

Momentum breeds credibility. Show your wins. Reuse variations of this post, with the same house, using different photos and different content multiple times.

TURN ONE OPEN HOUSE INTO A PIPELINE



XXXX

Now that you've met people... don't let it stop there.

Every person who walks through that open house?

That's a future conversation... if you actually stay in touch.

Keep It Organized (So You Can Actually Use It Later)

Nothing complicated—just don't let people slip through the cracks.

- Add them into your CRM
- Jot a quick note on what they're looking for
- Timing, motivation, anything that stood out

If they're already working with someone, just leave it at that.

If they're not... that's where the opportunity is.

I like to loosely think in buckets:

- people who are ready
- people who are nearby (neighbors)
- people who are just starting

You don't need perfect systems—you just need to remember who's who.

When Something Relevant Pops Up... Reach Out

A new listing comes up nearby?

Something similar hits the market?

Send a quick message. Not a blast. Not generic. Just a quick note.

"Hey! I thought of you when this came up – similar area, similar price point. Happy to send more details if you want to take a look."

Give them a little more context than they'd get scrolling online:

- what stands out
- how it compares
- anything they should know

TURN ONE OPEN HOUSE INTO A PIPELINE

The 3-Day Check-In

Keep it quick. No pressure.

"I only have a minute but I told you I'd keep you posted on [address]—we had a great turnout and it's now [pending / receiving offers].

A couple other homes popped up nearby too—happy to send them if you want to compare."

Short. Helpful. Done.

Stay Top of Mind Without Overthinking It

You don't need to constantly "follow up."

Just:

- reach out when something makes sense
- keep it relevant
- keep it personal

That's what builds relationships over time.

POST-SALE MOMENT (THIS MATTERS MORE THAN YOU THINK)

When the house goes pending—share it.

Not in a loud way. Just in a real way.

Good: Photo of the pending sign

Better: Quick video of you putting it up

Best: A "we did it" moment — acknowledging the seller and welcoming the buyers.

Every time you share a result like this, you're showing people what you actually do.

Not just that you're busy... but that you're getting things done.



MOLLY SMITH

508.980.9042 |
heymollysmith@gmail.com | @mollyb.smith

Copyright © Molly Smith 2026 All Rights Reserved