

Prospecting Through Open Houses

Target	Core Message	Call to Action
Circle Prospecting (1-2 km radius around Open House) Telephone/door knock 3-5 days before. Paper invitation.	You're invited to see what's available in the market, and my service level.	Visit the home/invite who you know to the open house. Tell me about your plans to move. Join my SOI, learn about the market.
Neighbours on same street Door knock 3-5 days before. Paper invitation.	You're invited to see what's available in the market, and my service level.	Visit the home/invite who you know to the open house. Tell me about your plans to move. Join my SOI, learn about the market.
Walk-Ins Directional signs Realtor.ca Social Media post	You're invited to see what's available in the market, and my service level.	Interview me through seeing what I do. Tell me about your plans to move. Join my SOI, learn about the market.
Expired listing prospects Telephone/email invitation 3-5 days before.	You're invited to test my systems and service, and see what's on the market.	Visit the home/invite who you know to the open house. Interview me through seeing what I do. Join my SOI, learn about the market.
FSBO listing prospects Telephone/email invitation 3-5 days before.	You're invited to test my systems and service, and see what's on the market.	Visit the home/invite who you know to the open house. Interview me through seeing what I do. Join my SOI, learn about the market.
Current Sphere of Influence (SOI) members Telephone/email invitation 3-5 days before.	You're invited to test my systems and service, and see what's on the market.	Visit the home/invite who you know to visit the home. Do you know anyone looking to buy or sell? Learn about the market.
Current prospects Telephone/email invitation 3-5 days before.	You're invited to test my systems and service, and see what's on the market.	Visit the home/invite who you know to visit the open house. Tell me about your plans to move. Join my SOI, learn about the market .
Affiliates (mortgage brokers, inspectors, etc) Telephone/email invitation 3-5 days before.	You're invited to test my systems and service for potential referral business.	Visit the home/invite who you know to visit the open house. Join my SOI as a preferred service member .