

Open House Survival Kit

Chris Vinson – original author

Update to 2022 version – Toni Pierce

Realtors hold open houses on Friday, Saturday, and Sunday in our area of the country. If Open Houses are still active in your area, this campaign will help you start a relationship with the agents. While some loan officers visit open houses in search of loans, we stop by and provide the agents on duty with a Realtor Survival Kit.

This kit includes the following:

- Open House Flyers – specific to the house
- Company pen(s)
- Pepto Bismol/Tylenol – travel size
- Bottle of water
- Pre-Qualification Forms
- Instructions on using our App (Simple Nexus)
- Pad of Paper
- Sanitizer Wipes
- Special K Protein Bar
- Business cards

Our business cards are on top of the open house flyer, prequal form and instructions to download the app and apply online. When homebuyers visit the open house, we have found that clients ask about interest rates and/or mortgage questions. By including prequal forms they can easily hand them out along with the house flyers.

Sometimes we provide interest rate information-especially if we are running a special for the weekend.

If you want to kick it up a notch, include your latest Client or Realtor newsletter so they have something to read during their stint at the open house. Or how about giving them a sales and marketing type book to read, like *The Half Millionaire Real Estate Agent (Amazon)*. Be sure to paste your business card to the inside cover of the book so they remember it was from you.

Be selective with whom you deliver the kit to. Chose agents you want to do business with or agents who work for real estate companies you want to get your foot in the door with. What you are looking for is the word-of-mouth buzz your survival kit creates.

You don't have to deliver a Realtor Survival Kit every weekend. Just choose one weekend a month. It won't take a lot of your time and it makes a long-lasting impression.

Cost: Survival Kit Contents: \$20, 5 Prequal forms/Business cards \$2, Colored gift bag \$3

Chris Vinson, Sioux Falls South Dakota. His loan production averages \$70M per year in a town of about 125,000 people. He created and implemented the Ultimate Open House and Extreme Bedroom Makeover events that created Oprah-type press and hundreds of closed loans.