



TOM FERRY COACHING MEMBER CASE STUDY

Open Houses

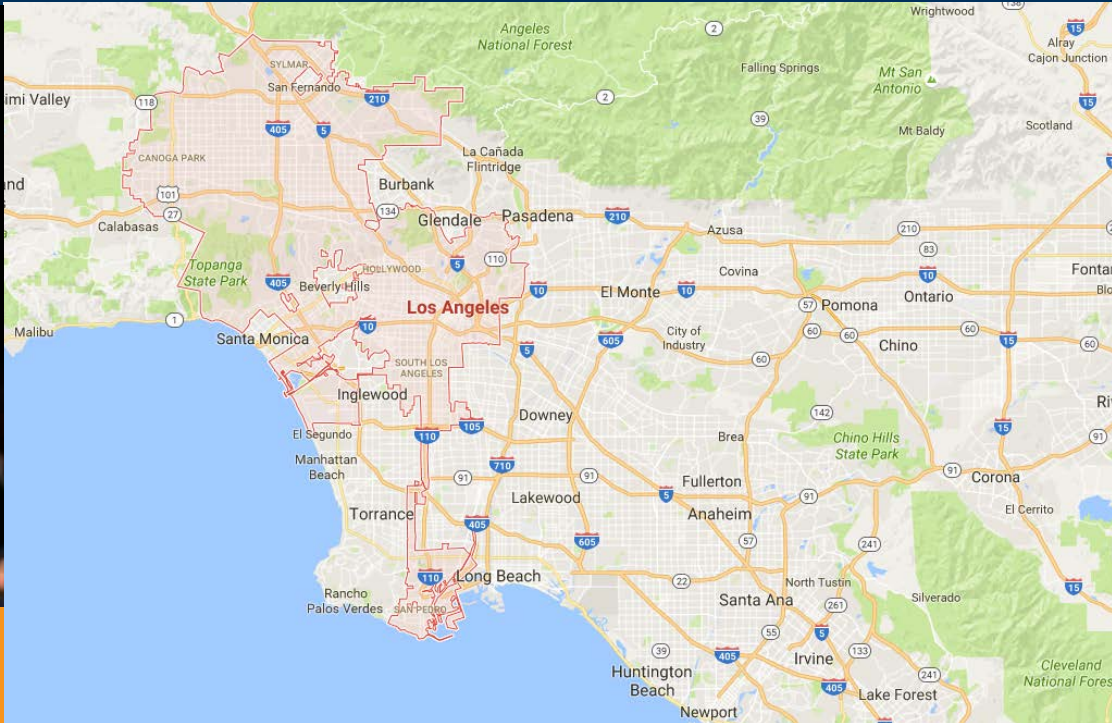
FEATURING COACHING MEMBER: JAMES SUAREZ

Open Houses At a Glance

Market: Los Angeles, CA
Average sales price: \$1,500,000



James Suarez
Coaching Member



Annual GCI from Open Houses
\$675,000

Leads
per Month
20-26

Appointments
per Month
18-22

Monthly Investment
\$11,250

Closings
per Year
16-20

Years in
Coaching
4

Open Houses

The Lessons Learned

What were the 3 biggest stumbling blocks / mistakes you made along the way?

1. Not being prepared for the number of people that came through, and not having my team well scripted in the beginning.
2. Not having a good follow up program to convert all the opportunities generated from the open house.
3. Not planning in advance. You are basically throwing a big party that creates a ton of leads. The devil is in the details!

What are the 3 tips you'd give to someone starting out on this lead source?

1. Have a plan or road map so when you get the listing, you can execute a Mega Open House quickly!
2. Have a follow up plan in place to take advantage of the leads captured.
3. Pick something that you like doing ... I like to eat so we do food trucks :)

Open Houses

The Backstory

Why did you decide to add this lead source?

It works! It separates us from our competition and allowed us to break into a market we were going after. Great ROI, and most important, they are A LOT of fun! This is a great way to meet neighbors, find leads and build your business.

How long have you been working this lead source?

2 years.

How long did you think it would take to get positive ROI?

It happened right away, but the more we have done, the better we have gotten at it. We are creating as Tom would say, “geometric growth.”

Do you run this campaign by yourself?

No. We have a great team that has defined roles and responsibilities. It's a big effort but absolutely worth it!

For the listings you take, how many get open houses?

All of them. Open houses are one of the main elements in our marketing plan during listing presentations.

Open Houses

The Process

How do you drive traffic to your open houses?

We use [Tom's Mega Open House](#) method and then take it the extra mile. We use a multi-channel approach by door knocking the neighborhood and then using digital marketing to get the word out on Facebook, Twitter and Instagram to people in the area and maximize the amount of people to the open house. As you can see in our marketing examples, we try to have a theme with every open house and change up the food trucks we have on site.

What is your pre-open house process?

Our #1 goal is to capture our farm's info organically. Every day we send direct mail invites as well as door knock (not drop) for RSVPs. We make them RSVP on a landing page where they fill out name, email, address, and phone number for food. This way we are getting their info directly into our database for follow up campaigns.

What is your process during the open house?

1. We practice scripts on how to make sure we are getting people's Gmail (the email address they actually use) versus their Yahoo address (spam).
2. We use Open Home Pro and EVERYONE has to register if they didn't RSVP.
3. We also provide them items of value and make sure our marketing pieces separate us from our competition. We show them how our listings differ from the houses they are competing against. Our aim is to be known as the area experts, and we must do and provide things outside of the box to achieve that.

Open Houses

The Process

How many people do you have at the open house? And what are their roles?

We normally have about 6 - 8 people at the open houses because we want to interact with everyone who attends - often more than 300 people coming through the open house.

We have one agent and one admin welcoming people when they arrive and check them in via Open Home Pro or the RSVP list. We strategically place agents around the house to interact with potential customers as well as show the property.

The amount of people varies based on the size of the house, but the idea is to generate interest from a visitor looking through the house and seeing people stationed throughout and piquing their curiosity. Lastly, we involve our families and people from the community in the open house. It shows that we are community oriented.

What is your process for pre-qualifying your leads?

Sit them down for a buyer consultation. We use Bill Pipe's [Sales Edge](#) script.

What's your follow up process?

We put the leads on a "Kick Ass" follow up plan that touches the lead 10X in 2 weeks.

What do you do with leads you don't convert?

We put them on an email campaign and have our leads nurtured with GeographicFarm.com mailings. Invite them to other Mega Open Houses and schedule an appointment!

OPEN HOUSE PLAY BOOK



FINEMAN
SUAREZ

Contents

Intro	3
MARKETING (Premiere & General)	4
1.) Create Open House Concept and Invitation:	4
2.) "Coming Soon" campaign	5
3.) Multi-channel Listing Campaign	6
4.) Create PRINT AD	6
5.) Add Open House Times to MLS and Zillow	6
6.) Door Knock	7
7.) Circle Dialing w/ Cole Realty	7
8.) Open House Sign Placement:	7
9.) Post on Social Media Personal Page	7
MARKETING (Additional for Premiere)	7
1) Concept Creation (4 weeks prior to Open House date)	7
HOSTING AN OPEN HOUSE	7
Open HomePro Questions:	8
LEAD DISTRIBUTION DURING PREMIERE OPEN HOUSE (Agent)	8
FOLLOW-UP	9
#1A Create Thank you Bombbomb video and email	9
Email	9
#1B Send Open House RSVP Registrant List and Open HomePRO Registrant List to Stridis	10
#2 Send Open House Feedback	11
#3 Upload all LEADS to Proper CRMs	11
Contactually CRM data input:	12
BoomTown Import:	12
#4 Send Market Activity Email	14
IF Tel # provided:	15
IF NO Tel #:	15
#5 Phone Call (right after email is sent)	16
SCRIPT:	16
#6 Inquire about Market Activity (morning of 2 nd day after OH)	18
#7 Text Regarding Market Activity (afternoon of 2 nd Day after Open House)	19

2

#8 Email OH List (3 rd day after OH)	19
#9 Call (4 th day after OH – Buyer Consultation Call/Email)	19
SCRIPT:	19
EMAIL SCRIPT:	21
#10 Find on Social Media Networks (5 th days after OH)	22
#11 Pocket Listing Email follow up (8 th day after OH)	22
Email Template:	22
#12 Pocket Listing Text follow up (8 th day after OH)	22
Text Template:	22
#13 Buyer Campaign Postcard #1 Front email (10 th day after OH)	22
#14 Did I Drop Ball email from Ops (14 th day after OH)	23
#15 Buyer Campaign Postcard #1 Back email (21 st day after OH)	23
#16 Call/Txt/ (21 days after OH)	23
#17 Buyer Campaign Postcard #2 Front email (28 th day after OH)	23
#18 Buyer Campaign Postcard #2 Back email (35 th day after OH)	23
#19 Buyer Campaign Postcard #3 Front email (42 nd day after OH)	23
#20 Call/Text/Email (6 weeks/42 nd day after OH)	24
#21 Buyer Campaign Postcard #3 Back email (49 th day after OH)	24
#22 Buyer Campaign Postcard #4 Front email (56 th day after OH)	24
#23 Buyer Campaign Postcard #4 Back email (63 rd day after OH)	24
#24 Buyer Campaign Postcard #5 Front email (70 th day after OH)	25
#25 Buyer Campaign Postcard #5 Back email (77 th day after OH)	25

Intro

So you've got a listing. GREAT JOB! But now you want to host its first Open House. How do you do that?

To start, there are 3 key components to executing an effective Open House. They are:

1. Marketing

3

STORYBOOK HOME Beautiful Custom Built Silicon Beach Home



Open Sunday 4/24 from 2-5pm

Visit: www.7861W80th.com

This is the Playa del Rey home you've been waiting for! This custom built home is in the most demanded neighborhoods. Upon entering the impressive living room, you will find a desirable open floor plan which includes a formal dining room with built-in appliances which also overlooks the step down family room with a fireplace. The kitchen has a built-in barbecue area, a finished brick gazebo and fire pit. The upstairs encompasses 4 more bedrooms and 3 remodeled bathrooms. Additional features are ample storage, private patio & jetted tub. Additional features are ample storage, private patio & jetted tub. Additional features are ample storage, private patio & jetted tub.

7861 W. 80th Street, Playa del Rey, CA 90459



Contact the **SILICON BEACH EXPERTS**
310-902-1004 / Team@FinemanSuarez.com



Local
Postal Customer

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDOM RETAIL

GREAT HOME In The Heart Of Silicon Beach

PREMIERE OPEN HOUSE LAUNCH EVENT MAY 21ST 2-5PM
8301 Fordham Road Westchester, CA 90045

- Corner lot in desirable Loyola Village neighborhood
- Entryway opens to inviting living room
- Beautiful hardwood floors and wood burning fireplace
- Entertaining formal dining room
- Beautiful curb appeal
- Lush landscaping with mature trees
- Encompassing 4 Bed 2 Bath
- Over 1,850 Sqft Of living space
- Kitchen which opens to bright family room.
- Private patio and back yard.
- Detached two car garage.

Asking Price \$1,150,000

THE FINEMAN SUAREZ TEAM

THE SILICON BEACH EXPERTS

310.862.1761



Team@FinemanSuarez.com / www.FinemanSuarez.com







PIZZA BEER & REAL ESTATE

DON'T WORRY ABOUT COOKING!

Join us at our newest Kentwood listing

6527 W 83rd Street

Thursday 6/9 from 5-7pm

For Famous Olive Wood Pizza & Beer!

(Root Beer for the kiddos)



Fineman Suarez added 20 new photos — at 
Westchester, Los Angeles.

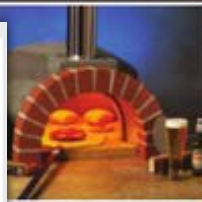
June 6 at 9:51am · 🌟

Join us for a Premiere #OpenHouse this Thursday from 5-7pm at our newest Kentwood listing! We will be serving famous OliveWoodPizza & Beer! Please RSVP at: www.rsvppizza.com 🏠

6527 W. 83rd St. Westchester, CA 90045

☆ 3D Tour: <http://bit.ly/1UCM2zK>

3 Bedrooms | 2 Bathrooms | 1,352 sqft... [See More](#)



...we have enough slices so
t www.RSVPPizza.com

...are & The Fineman Suarez Team!



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**CHEERS from James Suarez &
The Fineman Suarez Team!**



+17



Fineman Suarez @finemansuarez · Jun 6

Premiere #OpenHouse this Thurs from 5-7pm! We will be serving @OliveWoodPizza & Beer! RSVP: buff.ly/213qf6r



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6527 W 83rd Street

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CHEERS from James Suarez &



WE KNOW HOW TO THROW AN OPEN HOUSE!



This is one of our team's favorite food trucks and we want to share it with our neighbors!

COME JOIN US AT OUR PREMIERE OPEN HOUSE LAUNCH EVENT!

Saturday May 21st from 12-2pm

8301 Fordham Road Westchester, CA 90045

Please RSVP at www.RSVPGrilledCheese.com to receive your FREE tickets and avoid waiting in line.

THE FINEMAN SUAREZ TEAM

THE SILICON BEACH EXPERTS

310.862.1761



RE/MAX



Fineman Suarez @finemansuarez · May 21

PREMIERE OPEN HOUSE ft.

@GCTLosAngeles TODAY from 12-2pm at
8301 Fordham Rd in Westchester!
buff.ly/20gkyBz



7 2

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finemansuarez
Westchester, Los An...

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53 likes

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finemansuarez 🧀
@TheGrilledCheeseTruck will be at our
Premiere #OpenHouse Launch Event this
Saturday from 12-2pm at 8301 Fordham Rd
in Westchester!
🔔 RSVP on our Facebook Page!
#GCTLosAngeles #Homeforsale
#playadelrey #californiarealestate
#finemansuarez #LArealestate #realestate
#losangeles #remax #realestateagent
#community #siliconbeach #desire
#dedication #determination #losangeles
#news #househunting
18002sellhomes Super!
jeremymichaels 🧀

♥ Add a comment...

...



Kick Off BBQ Season With The Fineman Suarez Team

&

GET YOUR 4TH OF JULY SUNGLASSES!

COME TO OUR NEIGHBORHOOD BBQ!

SATURDAY THE 25TH FROM 12-2P

7536 W 85TH STREET IN PLAYA DEL REY

FEAST ON ONE OF **Burnt To A Crisp's** DELICIOUS SMOKED SANDWICHES!

TO ENSURE YOU GET FREE LUNCH PLZ RSVP AT: WWW.RSVPFSBBQ.COM



AS ONE OF THIS YEAR'S SPONSORS OF WESTCHESTER'S 4TH OF JULY PARADE WE ARE
GIVING OUT THESE FUN, FESTIVE FLAG GLASSES! WE ONLY HAVE A LIMITED AMOUNT SO
REGISTER TODAY AT WWW.FSFLAGGLASSES.COM TO ENSURE YOU SHOW UP IN STYLE



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ON THE 4TH OF JULY!



310-862-1761 Team@FinemanSuarez.com www.FinemanSuarez.com



finemansuarez
Playa Del Rey, Calif...

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77 likes

3d

finemansuarez 📍 RSVP on our Facebook Page for the Premiere Open House Launch Event at 7536 W 85th St. Playa Del Rey, CA 90293 and receive a signature smoked BBQ sandwich from @burnttoacrisp!!!
#FinemanSuarez #OpenHouse
#PlayaDelRey #larealestate #marinadelrey
#siliconbeach #realtor #realestate
#realestateagent #remax #losangeles
#forsale #justlisted #househunting
#househunters #househunt #burnttoacrisp
#newlisting #californiarealestate
#homeforsale #foodtruck

411lex Thanks for this one! Have a great day!

mirror_cases 😊😊😊😊😊

playa_vista_dental Awesome!!

_Jorettastarr Awesome page!

powerof_two 🙌🙌🙌🙌🙌🙌 greattt post!! 😊

hlooods 🙌

♡ Add a comment...

...

**COME JOIN US FOR A
FUN AFTERNOON AT
OUR NEWEST LISTING!
THE POPULAR KONA ICE
TRUCK WILL BE THERE
AND HAVE YOUR KIDS'
FACE PAINTED TOO!**



Please RSVP at WWW.RSVPFSKONAICE.COM
to receive your **FREE** tickets and to avoid
waiting in line on the day of the event!

SAVE THE DATE!
SATURDAY, APRIL 30TH
FROM 2-5PM
7058 W. 85TH STREET,
WESTCHESTER 90045



FLIP OVER FOR MORE DETAILS ON THIS



THE FINEMAN SUAREZ
THE SILICON BEACH

310.902.1004 | James@FinemanSuarez.com

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— Join Us For —
**LA's Favorite Cupcake Truck
& Get Your Picture With
The Easter Bunny!**

Saturday, March 26th

From 3-6p in the One West Bluff Community

**WE WILL ALSO HAVE
A TRACKLESS TRAIN**



**&
MUSIC, WINE
AND CHEESE**

**We Need To Know How
Many Cupcakes To Get!**

Please RSVP at
www.FinemanSuarez.com
(click on Event RSVP above our lion logo)



**FINEMAN
SUAREZ**
REAL ESTATE BROKER/REALTOR





Fineman Suarez @finemansuarez · Jun 20

New listing: buff.ly/28JCNOp!!! RSVP at buff.ly/28JCKBP for our Premiere #OpenHouse (6/25) 12-2pm



2 2



Fineman Suarez added 26 new photos — in Playa Del Rey, California.

May 2 · ✨

🔥 Come party with us for The #CincoDeMayo Premiere Open House Launch Event at 333waterview.com, RSVP to reserve your spot here: <http://bit.ly/1Z4pGYT> 🌞 🏠

This remarkable 3 bed / 2 bath / 2,000+ sq.ft. home features a gorgeous interior and is set on the perfect lot for entertaining or relaxing while watching the planes take off in the distance! The fully updated kitchen and attention to detail make this a must-see!



+23



Fineman Suarez @finemansuarez · May 26

#OpenHouse Sun May 29th 2-5pm! 10523 Selkirk Ln #LosAngeles 90077 ★ View Home: buff.ly/1TZ5G68 #RealEstate



1 2



10523 SELKIRK LN, BEL AIR - HOLMBY HILLS



3 BED, 3 BATH, 2,201 SQ. FT.



finemansuarez

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126 likes 3w

finemansuarez 📢 Stop by our open house Sunday, May 29th from 2-5pm! 🏠

finemansuarez #finemansuarez #community #news #desire #dedication #determination #siliconvalley #realestate #realtor #leadership #luxuryhomes #california #remax #realty #TompkinsSquare #homes #forsale #realestateagent #californiarealestate #condos #BelAir #HolmbYHills nakilaundry Beautiful tiffanyyoungren I hope the open house was a success! leviconstruction 🙌

♥ Add a comment...



finemansuarez Westchester, Los An...

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83 views 5w

finemansuarez 📢 #JUSTLISTED 8301 Fordham Rd. Westchester CA 90045 is a MUST SEE! Stop by our #OpenHouses this Sat (12-5pm) & Sun(2-5pm)!

finemansuarez #finemansuarez #openhouse #losangelesrealestate #siliconbeach #california #realestate #remax #realestateagent #realty #forsale #homes #houses #siliconvalley #realtor #playadeley #LosAngeles #luxuryhomes #luxuryrealestate #realestatemarketing #realty #homesforsale #househunter #californiarealestate

marglegundersheim Love these videos!! Amazing homes! capitalbarbershopottawa This shot looks excellent :p platinum_lm 🙌🙌🙌 redsdesign 🙌🙌🙌 leah.realtor Beautiful!!

♥ Add a comment...

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