

The Close's Open House Scripts

1. The Warm Welcome

AGENT:

"Hello, welcome to *[address]*! I'm *[Agent's Name]*. What brings you in today?"

VISITOR:

"We're just checking out the new listing!"

AGENT:

"That's great! Take a look around, I'm here if you have any questions! Don't forget to check out the *[add a property highlight]*!"

2. The Information Station

AGENT:

"Hello! Just for your information, refreshments are available in the kitchen, and here's an informational brochure on the property."

VISITOR:

"Appreciate it! We'll just take a look around."

AGENT:

"Of course! There's so much this house has to offer, especially the backyard. Make sure to check that out, it's perfect for entertaining."



3. The Friendly Initial Meeting

AGENT:

"Welcome in! Is this your first open house of the day?"

VISITOR:

"Just a couple so far."

AGENT:

"Great! I'm happy to answer any questions about this one. I can also point out some unique features if you're interested."

4. Digging for Search Criteria

AGENT:

"How does this home compare to others you've seen?"

VISITOR:

"It's nice, but we're looking for something a bit bigger."

AGENT:

"That makes sense. There are a few larger options on the market in this area. Do you have a specific size you're looking for? I'd be happy to share some listings that fit your needs."



5. Envisioning the Future Picture

AGENT:

"What do you think about the layout? Can you imagine yourself living here?"

VISITOR:

"We like the layout, but we're not sure about the kitchen size."

AGENT:

"I can understand that. One thing I've seen buyers do is open up this wall here to create more space. It could transform the kitchen. Are you open to renovations if the rest of the house fits your needs?"

6. Checking Off the Wishlist

AGENT:

"What's on your wish list for your next home?"

VISITOR:

"We're looking for something with a bigger yard and maybe a finished basement."

AGENT:

"This property might not check all the boxes, but I can help you find something that fits your needs if you'd like."



7. The Friendly Neighbor Check-in

AGENT:

"I understand if you're just browsing. Feel free to ask any questions that come up."

VISITOR:

"Thanks, we're just starting to look."

AGENT:

"Totally get it. If you're curious about anything, even about the neighborhood or the current market, I'd be happy to chat—no pressure at all."

8. The Curiosity Tap

AGENT:

"What brought you by today? Are you just curious, or are you looking for something specific?"

VISITOR:

"We were just driving by and thought we'd check it out."

AGENT:

"That's great! This neighborhood has been pretty popular lately. Are you familiar with the area, or are you exploring for the first time?"

VISITOR:

"We've never been to this neighborhood before."

AGENT:

"Just so you know, *[insert feature, new addition, or exciting perk of the neighborhood]*."



9. The Inspiration Seeker

AGENT:

"Sometimes people stop by open houses just to get ideas for their own home. See anything you like?"

VISITOR:

"Yes, we love the kitchen backsplash. It's unique!"

AGENT:

"The sellers created it with an amazing local designer—really talented. He does custom kitchen details like this. If you ever want to do a renovation, I can always pass their contact info along to you."

VISITOR:

"That would be great! We have been thinking about updating our kitchen."

AGENT:

"I can also send you a few more ideas that might fit with the look you're going for. If you ever want to know what renovations could increase your home's value, I'd be happy to help!"

10. The Open Invitation

AGENT:

"Hi [\[Name\]](#), thanks again for visiting the open house at [\[Address\]](#)! I wanted to check in and see if you had any questions. If you're still interested, I'd be happy to arrange a private viewing at your convenience or show you some similar properties in the area."

VISITOR:

"We're still thinking about it."

AGENT:

"No problem at all! Take your time. If you'd like to explore any other homes or need more details about this one, feel free to reach out. I'm happy to help whenever you're ready!"



11. Offering Expertise

AGENT:

"Hi **[Name]**, thanks again for stopping by the open house at **[Address]**. I wanted to let you know I'm always available if you have any questions, not just about this property but about the market in general. I'm happy to help with anything from financing advice to neighborhood insights."

VISITOR:

"Thanks! We're still figuring out our next steps."

AGENT:

"Completely understandable! I'd love to assist if you ever need tips on financing, home values, or even neighborhood trends. Don't hesitate to reach out. I'm here to help with anything, even if you're not buying right away."

12. The Neighborhood Expert

VISITOR:

"What is the neighborhood like in this area?"

AGENT:

"The house is located near a walking path that will take you to a great park nearby. The neighborhood also has some local shops and neighborhood restaurants that are within walking distance."

VISITOR:

"That's good to know. We enjoy taking strolls on the weekend."

AGENT:

"That's great! If you'd like, I can send you some more information about community events and local amenities."

13. The House Condition Question

VISITOR:

"How old is the roof? It looks like it might need repairs."

AGENT:

"The roof is about 10 years old, so it's got some years left. The sellers recently had it inspected, and it's in good condition for now. Would you like to see the inspection report? I can share that with you."

VISITOR:

"That would be helpful."

AGENT:

"Absolutely, I'll get that to you right away. If you have any other concerns, feel free to ask."

14. The Market Valuation Offer

AGENT:

"It's been great meeting so many neighbors today. With the market moving as fast as it is, have you ever thought about what your home might be worth?"

VISITOR:

"Not really, but we've noticed a lot of houses selling around here."

AGENT:

"Yes, it's a very active market right now. I'd be happy to offer a free home valuation if you're ever curious about what your home could sell for in today's market. It's always good to have that information, even if you're not planning to sell right away."

14. The Market Valuation Offer (cont.)

VISITOR:

"That sounds interesting. We might take you up on that."

AGENT:

"I'd love to help whenever you're ready! Here's my card, feel free to reach out any time."

15. The Referral Connection

AGENT:

"I know you're just checking things out today, but if you happen to know anyone in the neighborhood thinking of selling, feel free to send them my way. I'd love to help them navigate the market."

VISITOR:

"We'll keep that in mind. A few people on our street have been talking about moving."

AGENT:

"That's great to hear! I'd be happy to offer them a free consultation or market analysis. And if you ever need anything, don't hesitate to reach out to me. I appreciate any referrals you send my way."

VISITOR:

"I'll pass along your info."

AGENT:

"Thank you! I really appreciate it, and let me know if I can help with anything for you, too."



16. The Real Estate Expert Offer

AGENT:

"I know you're just looking today, but if you or anyone you know ever has questions about the market, home values, or anything real estate-related, feel free to reach out. I love helping clients, even if they're not ready to make a move just yet."

VISITOR:

"Thanks, I'll keep that in mind!"

AGENT:

"No problem at all! I enjoy keeping up with the trends in this area, so if you're ever curious about how the market's doing or need advice on renovations, don't hesitate to contact me. I'm happy to offer any insights that might help down the road."

VISITOR:

"That's good to know—thank you!"

AGENT:

"Of course! Building relationships is what I enjoy most, so don't be a stranger. I'm always here if you need anything."

