



The Scalable Open House Playbook

How Loan Officers Generate Consistent
Buyer Leads **Without Working Weekends**



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Playbook Overview



Purpose

Turn open houses into a predictable buyer-lead engine by leveraging qualified agents, simple incentives, and disciplined follow-up – without physically attending the open house.



Core Principle

**Presence is optional.
Conversion is not.**



The Strategy (Why This Works)

The Problem Most LOs Face

- ⚠️ Random open houses = random results
- ⚠️ 97% of agents lack consistent buyer volume
- ⚠️ Weekend activity creates fatigue, not pipeline
- ⚠️ No reporting back → no trust → no referrals



The Solution

💡 Leverage instead of attendance

One LO supports 10+ open houses per weekend by:

01

Partnering only with qualified agents

02

Supplying a door prize + sign-in system

03

Capturing warm, in-market buyer data

04

Following up professionally

05

Reporting results back to agents



Who This Works For



New LOs building their first pipeline



Mid-level LOs needing consistent buyer flow



Top producers who value leverage



Branch managers building repeatable systems



The Qualification Standard (Non-Negotiable)

! Only work with agents who meet this baseline:



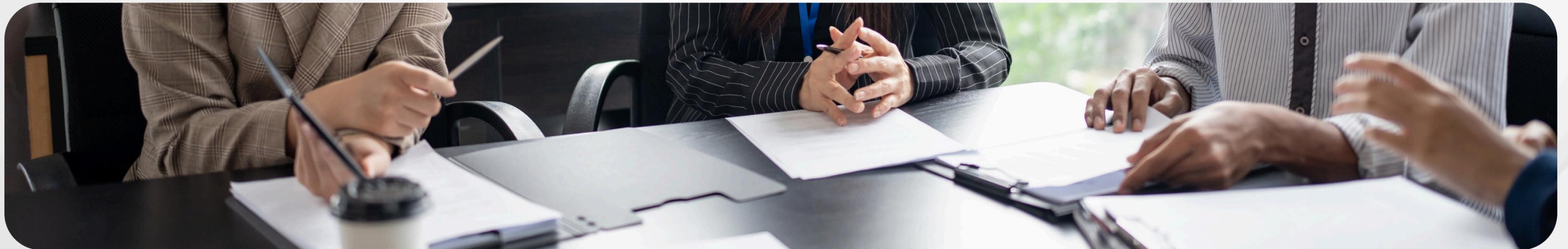
8+ buy-side transactions
in the last 12 months



Actively hosting
open houses



Willing to allow
sign-in + follow-up



If the agent doesn't qualify, politely move on. Offers – No's = Money.



The Play (Step-by-Step)

STEP 1



Build the Qualified Agent List

- Pull a list of agents who meet the buy-side standard
- Focus on your geographic footprint
- Ignore popularity, charisma, or friendliness

Goal:

50–100 qualified agents
→ 10 "yes" partners

STEP 2



Call With One Objective

You are NOT pitching. You are NOT asking for referrals.
You are simply identifying open houses.

SCRIPT: INITIAL AGENT CALL

"Hi [Agent Name], this is [Your Name]. I work with agents in the area who are actively helping buyers right now.

Quick question – are you hosting an open house this weekend?"

If NO: "Got it – thanks for letting me know. I'll check back another time. Have a great week."

If YES: → proceed.

STEP 3



Position the Leverage Model

SCRIPT:

"Perfect. I'll be upfront – I don't attend open houses myself. Weekends are when I recharge so I can be sharp for my clients during the week.

What I do is help agents convert more buyers from them."

(Pause. Let curiosity work.)



The Play (Step-by-Step)

STEP 4



Present the Offer (The Hook)

SCRIPT:

"Here's how it works: I provide a small door prize – usually a \$20 home improvement gift card – and a simple sign-in sheet.

Visitors sign in to register for the prize. You randomly pick the winner.

After the open house, you text me a photo of the sign-in sheet, and I take it from there."

STEP 5



Remove Risk + Add Value

SCRIPT:

"I personally follow up with every buyer – pre-approval, buying power, next steps.

Then I report back to you exactly who's active, who's qualified, and who isn't – so you know where the real opportunities are."

STEP 6



Close Softly

SCRIPT:

"If you're open to it, I can drop off the gift card and sign-in sheet on [day/time].

If not, no worries at all – I appreciate the conversation."



Objection Handling (Stay Calm, Stay in Control)

"We already have a lender."

"Totally understand – I'm not here to replace anyone. My role is simply to help convert open house traffic into qualified buyers."

"Can you work the open house?"

"If I did, I could only help one agent at a time. This lets me support multiple open houses and give buyers fast follow-up during the week."

"I don't do sign-ins."

"That makes sense – this keeps it casual. It's just for the gift card drawing, and you control the winner."





Open House Execution (Agent Does This)



01

Place sign-in sheet at entry

02

Explain gift card drawing casually

03

Agent selects winner at end

04

Agent texts photo of sign-in sheet to LO



Important detail: Pre-fill the first two lines in the sign-in sheet with John Does. No one wants to be first.



LO Follow-Up System (Where Money Is Made)

Buyer Follow-Up (Same Day/Next Business Day)



Call every attendee



Offer clarity, not pressure



Identify readiness and timeline



Log outcomes



Agent Follow-Up (Critical)

Text After Open House:

"Thanks again for letting me support your open house. I'll be reaching out today and will update you shortly."

48-72 Hour Report Back:

"Quick update from your open house: – X buyers actively shopping – X pre-qualified – X not a fit right now I'll keep you posted on any movement."



This step is non-negotiable. It's what builds trust and repeat business.



Expected Results

With ~10 active agent partners:

80-120

Buyer leads per weekend



Consistent warm conversations



Agents see you as a conversion partner



Weekends preserved



Pipeline stabilized



The Mindset Shift



Activity \neq productivity



Being seen \neq being valuable



Systems scale, personalities don't



Leverage beats hustle every time



One disciplined system beats 100 random open houses.



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