

Broker Open House Best Practices



What is a Broker Open House?

Broker Open Houses are powerful tools for showcasing new listings to fellow real estate professionals. They provide valuable exposure that can lead to faster sales and better client satisfaction. To maximize these events, here's a guide to best practices to ensure each Broker Open House delivers value for the listing and visiting agents.

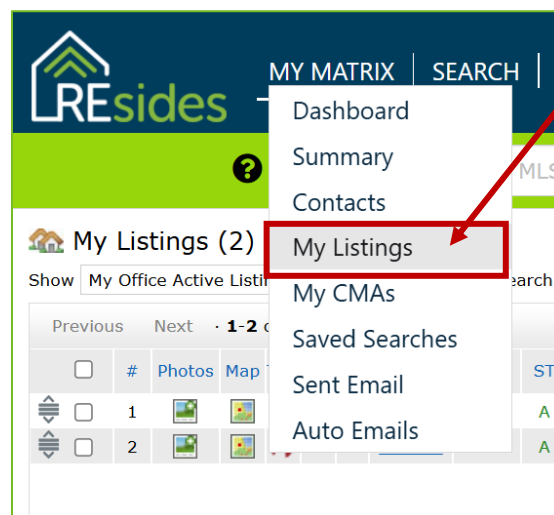
Ensure the Listing Agent, Unlicensed Assistant, Representative, or Broker is Present

- **Avoid Access Issues:** The listing agent's presence helps ensure all attendees have smooth access to the property without disruptions or confusion.
- **Highlight Key Features in Person:** Being on-site allows the agent to point out unique features and amenities that may not be immediately apparent. This is also a chance to provide context or address questions that could influence a potential buyer's interest.
- **Maintain Property Condition:** The listing agent can ensure the property is left clean, tidy, and *secure* at the end of the event, *avoiding any risk of open doors*.
- **Build Rapport with Attendees:** Face-to-face interactions can be invaluable for building rapport with brokers, encouraging them to remember the property and potentially suggest it to their clients.

This presence enhances the experience for visiting agents, adds professionalism to the event, and safeguards the property.

Setting Up the Broker Open House in Matrix

1. Select My Matrix > My Listings.



2. Check the box next to the appropriate listing, then click Edit.

Previous Next · 1-2 of 2 · Checked 1 · All · None

☐	#	Photos	Map	TD	TD	VT	MLS #	PT
☒	1						442154	RES
☐	2						437522	RES

Edit Manage Photos Manage Supplements

3. Select Open Houses.

Select Form

- Residential Add/Edit
- Open Houses**
- Change to Listing Delay
- Change to Active
- Change to Active-Under Contract
- Change to Under Contract
- Change to Leased
- Change to Sold
- Change to Temporarily Off Market
- Change to Withdrawn
- Change to Expired
- Delete Listing
- DOM/CDOM Correction
- Major Correction

4. Select the Open House Type, enter the correct date, start time, and end time, and ensure the Active Field is set to Yes.

Manage Open Houses

Broker Tours must be entered by 8:00 p.m. Monday to be included on the Tour schedule for the same week.

[Click Here to View the Open House Schedule](#)

Open House Type:

Date:

Start Time: 9:00 ☐ AM ☒ PM

End Time: 5:00 ☐ AM ☒ PM

Active: ☒ Yes

Tour URL:

Open House Type:

5. Enter a live stream URL when appropriate. Use the Refreshments field to indicate if you will serve refreshments. This is a multi-choice field. Select all that apply.

Manage Open Houses

Broker Tours must be entered by 8:00 p.m. Monday to be included on the Tour schedule for the same week.

[Click Here to View the Open House Schedule](#)

Open House Type: **In Person Broker** ? Date: **11/12/2024** ? Start Time: **9:00** AM ☒ PM ? End Time: **3:00** AM ☐ PM ☒ ? Active: **Yes** ?

Virtual/Livestream Tour URL: ?

Refreshments ?

Breakfast
Lunch
Snacks/Hors d'oeuvres

Description ?

[Delete](#)

6. The Description Field

- Use this field to add additional relevant information about the event.
- Do Not** enter property access codes to this field.
- Do Not** enter 'Call/Contact agent' in this field.
- Do** use ShowingTime's Appointment Type **Go and Show**.

Important Note: Remember to change the Appointment Type to its original setting after the event, *especially* for occupied properties.

ShowingTime Go and Show Listing Set Up

ShowingTime for the MLS

Allow Showing Agents to Request Appts Online? ☒ Yes ☐ No

Allow Showing Agents to Request Virtual Appointments? **In-Person and Virtual Appts** ?

Showing Instructions

Appointment Settings

Appointment Type: **Courtesy Call or Go and Show**

Feedback Template: **Appointment Required**
Permission must be obtained from ANY of the designated listing contacts (Owner(s)/ Occupant(s)/ Listing Agent(s)) before the appointment request can be confirmed. Typically used for occupied homes.

Contacts

Contact Details

Colette Stevenson
(Listing Agent)
(843) 785-9696 (Office Main Line)
(843) 816-6090 (Mobile Phone)
cstevenson@resides.io
(843) 816-6090 (Text Message)

Send New Offer Notifications: YES

Courtesy Call or Go and Show
Appointment requests are documented and immediately confirmed. Typically used for vacant homes on lockbox.

View Instructions Only
The showing agent will immediately see any notes provided by the listing agent. The showing agent will not be given a calendar to select an appointment date & time.

Benefits of using Go and Show: Utilizing the "Go and Show" appointment type in ShowingTime for a Broker Open House offers several advantages:

- **Immediate Access for Agents:** "Go and Show" allows agents to schedule and confirm showings instantly without requiring prior approval. This facilitates seamless access for brokers during the open house, enhancing convenience and efficiency.
- **Increased Showing Opportunities:** By eliminating the need for appointment confirmations, more agents can attend the open house at their convenience, potentially leading to higher attendance and increased interest in the property.
- **Streamlined Scheduling Process:** This appointment type reduces the administrative burden on listing agents by minimizing back-and-forth communications for scheduling, allowing them to focus on other critical tasks.
- **Enhanced Flexibility:** "Go and Show" is particularly beneficial for vacant properties or those with flexible showing times, as it accommodates varying schedules without disrupting occupants.

[SCR Legal's Top Ten Open House Tips](#)

Final Thoughts

A successful Broker Open House is more than just showcasing a property—it's a chance to build connections, gain valuable feedback, and create momentum around a listing. By focusing on thorough planning, a welcoming atmosphere, and effective follow-up, you'll boost the property's visibility and strengthen your network within the industry.