



## **Open House Super Pack Letter Template Collection**

**Have questions? Need help? Contact:**

[info@myrealhelper.com](mailto:info@myrealhelper.com)

(559) 697-3254

# Table of Contents

## Included in this “Open House Super Pack” Letter Collection:

|  |           |
|--|-----------|
| <b>Open House Invitation Templates (Instructions)</b>                | <b>3</b>  |
| Open House Invitation Letter Template: General Audience              | 4         |
| Open House Invitation Letter Template: For Neighbors                 | 5         |
| <b>Open House Thank You Letter Templates (Instructions)</b>          | <b>6</b>  |
| Open House Thank You Letter Template: Thank You Only                 | 7         |
| Open House Thank You Letter Template: Thank You w/Virtual Tour Links | 8         |
| <b>Open House Results for Your Seller (Instructions)</b>             | <b>9</b>  |
| Open House Results for Your Seller Email Message                     | 10        |
| <b>Notice of Sale to Open House Visitors (Instructions)</b>          | <b>11</b> |
| Notice of Sale to Open House Visitors Letter                         | 12        |

## Open House Invitation Templates

### Overview:

Use these letters to invite people to attend your open houses. It's not enough to put a sign in the yard and hope the masses show up... take the effort to send out these tasteful invitations.

Remember: Social media is a good place to post open house information, too.

If you're using postal mail, be sure to send out the Invite to Neighbors early enough that it arrives *before* the open house date!

Customize the letter templates below to reflect any incentives, treats, or other refreshments you'll be offering at the open house.

### Versions Included:

- General Invite
- Invite to Neighbors

### Note:

The Invite to Neighbors is best used for people in the immediate vicinity of the open house.

For social media, blog posts, and email blasts, use the General Invite instead. You should remove the salutation, "Dear..." when posting it online.

**Your notes (when you used it, how you used it, modifications, etc.):**

---

---

---

---

---

---

---

---

---

---

## Open House Invitation Letter Template: General Audience

Dear [MR./MRS./MS. LAST NAME],

Do you have any plans this [DAYNAME, ex. "Sunday"] the [DATE, ex. "21st"] from [TIME1 - TIME2, ex. "1pm to 4pm"]?

If not, I'd love to welcome you to an open house at [ADDRESS]. I'm very proud to represent this home on behalf of [MR./MRS. SELLER NAME], and would be happy to see you. Even if you're not looking to buy right now, perhaps you know someone who might like to stop by and see what this great home is all about.

The [X bedroom / Y bath] property features:

Feature 1

Feature 2

Feature 3 (etc.)

...and is listed for \$[XXX,XXX].

No reservation is required, of course, and all are welcome. Feel free to stop by any time between [TIME1 - TIME2, ex. "1pm to 4pm"]. (Look for my sign in the yard!)

[CLOSING: Sincerely, All the best, With gratitude, etc.]

[YOUR SIGNATURE w/BASIC CONTACT INFO]



### Remember:

To customize this letter, use the file **letter-openhouse-invite-general.doc** or **letter-openhouse-invite-general.txt**.

## Open House Invitation Letter Template: For Neighbors

Dear [MR./MRS./MS. LAST NAME],

Do you know someone who would like to live in your neighborhood? They might be interested to know about [ADDRESS]. This [DAYNAME, ex. "Sunday"] the [DATE, ex. "21st"] from [TIME1 - TIME2, ex. "1pm to 4pm"] I'll be hosting an open house, and you're invited.

Whether you've always been curious what the inside looks like, or you know someone who is looking for a home in the area, please stop by!

This [X bedroom / Y bath] features:

Feature 1

Feature 2

Feature 3 (etc.)

It's listed for \$[XXX,XXX], and (as I'm sure you'll agree!) is in a great neighborhood.

Do come over and say hello. I'd love to meet you. Also, light refreshments will be served.

[CLOSING: Sincerely, All the best, With gratitude, etc.]

[YOUR SIGNATURE w/BASIC CONTACT INFO]



### Remember:

To customize this letter, use the file **letter-openhouse-invite-neighbors.doc** or **letter-openhouse-invite-neighbors.txt**.

## Open House Thank You Letter Templates

### Overview:

You'd be surprised how few agents take the time to follow-up after an open house. Don't make that mistake!

The following letter templates express your appreciation and should help you establish follow-up appointments and interest in other properties.

If possible, make some notes about people who stop by so you may reference them specifically when you send your letter. Given that they may see a dozen different agents in a full day of open houses, you need to jog their memory as to who you are and what you talked about during the open house.

Be sure to include a distinguishing detail about the property in the letter as well.

### Versions Included:

- Thank You Only
- Thank You w/Virtual Tour

### Note:

If you have virtual tours for other listings, the "Thank You w/Virtual Tour" version is a good way to generate interest in other listings.

If you feel this is too forward, use the "Thank You Only" version, which does not include any links to virtual tours.

**Your notes (when you used it, how you used it, modifications, etc.):**

---

---

---

---

---

---

---

---

---

---

## Open House Thank You Letter Template: Thank You Only

Dear **[MR./MRS./MS. LAST NAME]**,

Thank you so much for stopping by my recent open house at **[ADDRESS]**, (the one with **[DISTINGUISHING DETAIL ABOUT THE PROPERTY]**). I enjoyed meeting you and hope you had adequate time to look at the property. If you'd like to see it privately again, just let me know and I'd be happy to coordinate a convenient appointment.

I'd also love to hear any thoughts you have about the property now that you've had time to consider it. Often people have questions they wish they had asked at the open house. Feel free to call me at **[XXX-XXX-XXXX]** if anything comes to mind, or you'd be willing to share what you liked or disliked about it.

I'm grateful you took the time to stop by. It's a pleasure when people as nice as you visit my open houses, and sincerely hope we connect again soon.

**[CLOSING: Sincerely, All the best, With gratitude, etc.]**

**[YOUR SIGNATURE w/BASIC CONTACT INFO]**

P.S. **[INCLUDE DETAIL WHICH PROVES YOU SPECIFICALLY REMEMBER THEM, i.e. "Best of luck with your new job at XYZ company" or "I hope your son's soccer game was fun" etc.]**



### Remember:

To customize this letter, use the file **letter-openhouse-thankyou-only.doc** or **letter-openhouse-thankyou-only.txt**.

## Open House Thank You Letter Template: Thank You w/Virtual Tour Links

Dear **[MR./MRS./MS. LAST NAME]**,

Thank you so much for stopping by my recent open house at **[ADDRESS]**, (the one with **[DISTINGUISHING DETAIL ABOUT THE PROPERTY]**). I enjoyed meeting you and hope you had adequate time to look at the property. If you'd like to see it privately again, just let me know and I'd be happy to coordinate a convenient appointment.

I'd also love to hear any thoughts you have about the property now that you've had time to consider it. Often people have questions they wish they had asked at the open house. Feel free to call me at **[XXX-XXX-XXXX]** if anything comes to mind, or you'd be willing to share what you liked or disliked about it.

Given the cost of gas and considerable time it takes out of a day off to tour open houses, I thought you might like to save some time and money by reviewing virtual tours online. Below I have featured **[# OF PROPERTIES]** properties I thought you might find interesting based on your tour of **[ADDRESS OF OPEN HOUSE]**:

**[ADDRESS, BRIEF DESCRIPTION OF PROPERTY]**

**[http://LINK TO VIRTUAL TOUR #1, repeat for total # of links you wish to include]**

For additional properties, I invite you to visit my website, **[http://www.YOURWEBSITE.com]**.

I'm grateful you took the time to stop by. It's a pleasure when people as nice as you visit my open houses, and sincerely hope we connect again soon.

**[CLOSING: Sincerely, All the best, With gratitude, etc.]**

**[YOUR SIGNATURE w/BASIC CONTACT INFO]**

P.S. **[INCLUDE DETAIL WHICH PROVES YOU SPECIFICALLY REMEMBER THEM, i.e. "Best of luck with your new job at XYZ company" or "I hope your son's soccer game was fun" etc.]**



### Remember:

To customize this letter, use the file **letter-openhouse-thankyou-tours.doc** or **letter-openhouse-thankyou-tours.txt**.



## Open House Results for Your Seller

### Overview:

Use this letter to answer the question, "How did the open house go?" It provides your client information about the open house and shows them what steps you're taking *next* to further market and sell their home.

You'll probably use this letter as an email message, though you can use it as a guide for a follow-up phone conversation.

**Your notes (when you used it, how you used it, modifications, etc.):**

---

---

---

---

---

---

---

---

## Open House Results for Your Seller

### Suggested subject lines if used as an email message:

Open house report for [ADDRESS]

Update re: your open house

Following up re: [DAYNAME, ex. "Sunday's"] open house

### Letter/Email Body:

Hi [CONTACT FIRST NAME],

I wanted to give you a full report from [DAYNAME]'s open house.

After advertising your home in [PUBLICATIONS], on Facebook, via my contact database, and on neighborhood directional signs, we had approximately [X] visitors stop by between [TIME1 and TIME2]. I'm happy to say it felt like a very successful open house.

As the open house is a great source for potential new buyer leads and referrals to other interested parties, I wanted to let you know that I'll be following-up with each visitor who signed in personally to gather additional feedback and see if we might schedule second visits (and hopefully an offer!). I've found that follow-up conversations are quite productive when it comes to landing offers or determining a change in how we present your home to the market.

I remain confident in our strategy for your home, and in the event this open house doesn't generate an offer, perhaps we can discuss new approaches to find that perfect buyer.

Thanks again for choosing me to work with you on the sale of your home. If you have additional questions, or would like to discuss anything personally, please reach out to me at [XXX-XXXX].

[CLOSING: Sincerely, All the best, With gratitude, etc.]

[YOUR SIGNATURE w/BASIC CONTACT INFO]



### Remember:

To customize this letter, use the file **letter-openhouse-results.doc** or **letter-openhouse-results.txt**.

## Notice of Sale to Open House Visitors

### Overview:

Use this letter to get in touch again with contacts / leads you've gathered at an open house after the property has sold. By politely notifying them that a property they considered is no longer on the market, you might open the door for an invitation to consider other properties you represent.

Be sure to modify the letter to specifically reference the property they visited.

With this letter, you might offer to include a flyer listing upcoming open houses you'll be hosting. If so, you might add a line which reads:

"By the way, I've attached a list of upcoming open houses. I'd love for you to stop by."

### Remember:

- To successfully use this letter, you must have contacts gathered from specific open houses.
- With a little modification, you could broaden this letter out to contact all open house visitors, but it will require you drop specific property references.
- You may need to modify the P.S. on the letter to fit specific legal requirements concerning the letter, i.e. "this is not an attempt to solicit business if you already have representation." Adhere to all advertising laws in your market.

**Your notes (when you used it, how you used it, modifications, etc.):**

---

---

---

---

---

---

---

## Notice of Sale to Open House Visitors

### Suggested subject lines if used as an email message:

Update re: house you toured

[ADDRESS] sold, sorry!

Still looking for the perfect home?

### Letter/Email Body:

Hi [CONTACT FIRST NAME],

Thanks again for attending the open house at [PROPERTY ADDRESS]. You might remember it as [DISTINGUISHING DETAIL, i.e. "that cute 2-bed, 3-bath with the water feature in the back garden"]. I simply wanted to give you a courtesy update to let you know that the property has sold and is no longer available.

If you've already found your home, let me simply offer my congratulations. However, if you're still hunting for that perfect [HOUSE / CONDO / LOFT], I'd be glad to send you a list of new properties you may have not toured yet which might fit the bill. As the market continues to change, we're seeing a lot of great new inventory for buyers.

If you're interested in a list of new properties, simply [reply to this email / drop me a line at XXX-XXX-XXXX] and I'd be glad to send you a selection for you to consider.

[CLOSING/SIGNATURE/CONTACT INFO]

P.S. This is not intended in any way to interfere with your current real estate agent's efforts or attempt to solicit representation. I just thought the update would be helpful. Feel free to put your agent in touch with me if you'd prefer.



### Remember:

To customize this letter, use the file **letter-openhouse-sold.doc** or **letter-openhouse-sold.txt**.