

THE ULTIMATE REAL ESTATE PLAYBOOK: LISTING ATTRACTION MULTIPLIER

# Treating Open Houses Like Art Exhibits

Create Beauty, Tell Stories, and Capture Leads

**Cari Ann  
Carter**



Edina Realty



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# At a GLANCE

Cari Ann Carter's love for design is evident in every aspect of her Open House, from the promotional materials and the staging, to the way she speaks about the property, and even the landing page where she captures contact info. Everything she does turns an Open House from an "empty house" to a beautiful experience – and a busy one!



**Minneapolis,  
Minnesota**

PRIMARY MARKET



**\$550k**

AVERAGE PRICE POINT



**23**

YEARS IN REAL ESTATE

## 2022 PRODUCTION STATS

**88**

TRANSACTIONS

**\$54,900,000**

SALES VOLUME

**\$1,840,000**

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### CORE CLIENTELE

- ✓ **Luxury**
- ✓ **Rightsizing**

### PRODUCTION

**45% | 55%**

Buyers | Sellers

### TEAM STRUCTURE

- ✓ **10 agents**
- ✓ **3 staff members**

# Cari Ann **ON COACHING**



Tom Ferry real estate coaching has transformed my career and continues to drive my success. Through Open House events, I've built lasting client relationships and a reliable source of recurring revenue. But when I hit a ceiling, I turned to my coach and the Tom Ferry ecosystem for clarity and focus. Their coaching has had a profound impact on my production and my team's. With Tom Ferry real estate coaching, I have the strategies and resources needed to continually grow my business and thrive in this competitive industry.



## BY THE NUMBERS

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**60%**

Of total business comes from  
Open Houses

**3-5**

Opens per property

**15-20**

Average attendance per Open

**\$800**

Budget for an Open House  
on average

**7-12**

Strong leads generated by  
each Open House

**1-2**

Additional closed transactions  
originate from each Open  
on average







## THE STORY

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For the first five years of her career, Cari Ann Carter lived and breathed Open Houses, at times holding as many as four per weekend. And while she has other lead pillars now, Open Houses still generate a whopping 60% of her business.

Besides her willingness to consistently stay on course with a marketing plan and flawless execution, Cari Ann's deep love for design and architecture means she can tell engaging stories about the homes she shows. She understands that selling real estate is about emphasizing the visual, so she treats each home as a work of art – and she is the docent. Also, because of her eye for design, she has a knack for putting a home in the best light.

Cari Ann's Open Houses showcase both the home and her own capacity to create beauty, story, and experience. No wonder she has distinguished herself among her peers and established herself as a marketing leader when it comes to Open Houses.



## THE STRATEGY

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### VISUAL EXPERIENCE

- With a new listing, Cari Ann becomes a designer for the physical space, the marketing materials, and the staging.
- She helps her clients understand the ROI of staging.
- She seeks to evoke a feeling of luxury that translates easily into online marketing.

### PROMOTION AND MARKETING

- Cari Ann's promotion includes circle prospecting up to 500 residents in the surrounding neighborhood by:
  - Sending marketing materials through Mailchimp
  - Sending postcard mailers
  - Delivering door hangers
  - Door knocking
  - Creating Google Ad campaigns
  - Posting on social media
- Her approach typically results in no less than 25 attendees per Open House

### COMMUNICATION

- When interacting with visitors, Cari Ann
  - Avoids small talk
  - Actively listens to their interests
  - Attends to them each as she would a special guest
  - Takes notes
  - Employs kvCORE and SISU as her CRM system to record notes about interactions and conversations
  - Follows up after the Open House
- And she trains her agents to do the same!



## THE STRATEGY

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### INFORMING ATTENDEES

- Cari Ann uses QR codes that direct attendees to a landing page where they'll find:
  - Features of the home
  - Disclosures
  - Giveaways like gift cards
- Because attendees are motivated to scan a QR code and enter their contact information on the landing page, she can easily capture lead details.

# Cari Ann's 3 Action Items FOR SUCCESS

1

Approach other agents and offer to run their Open Houses for them!

2

Invest some time and commit to learning how to have more meaningful conversations with people. Have you read *Exactly What to Say* by Phil M. Jones?

3

Connect with as many people as you can. Send mailers, newsletters, postcards, and social posts. Let as many people as possible know you are hosting an Open House.



# 6 Things Cari Ann Will Do **MOVING FORWARD**



**1**

Continue to tap technology to capture contact info.

**2**

Role play with her team to create consistent on-brand introductions (elevator pitches).

**3**

Increase door knocking to attain a 100-neighbor goal.

**4**

Further leverage the team in promotional efforts.

**5**

Continue training the team to have productive conversations at Open Houses.

**6**

Work with her Tom Ferry coach to help keep her accountable and implement these ideas!

# Cari Ann's TOOLKIT



SEE SUMMIT RESOURCES FOR  
CARI ANN'S TOOLKIT

## Open House Protocol

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Overview of Cari Ann's process to launch an Open House.

## Samples of Social Media Marketing Posts

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Examples of Cari Ann's Instagram posts and Reels promoting the Open House.

## Sample of Email Marketing

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Example of Cari Ann's Open House email invitations.

## Listing Flipbook

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Example of the flipbooks Cari Ann produces for her listings.

## Coming Soon Postcard

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Example of the invitation postcards Cari Ann makes for her new listings.