

# Open House Cheat Sheet

Nervous about speaking to guests at your first EZ Open House? Don't be! This guide will help you get key conversations started.

*If you're looking for extra support or motivation, raise your hand in our [Students-Only](#) and/or [Public](#) Facebook groups.*

## Greeting and Setting the Tone

### Welcoming Guests (Buyers or Agents):

“

Welcome! Thanks for stopping by. Let's get you signed in. Our goal is to make this process as transparent and stress-free as possible.

”

### Directing Guests that Don't Have an Agent

“

Our team is here throughout the house if you have any questions. If you're not pre-qualified yet or want to explore financing options, our lender partner is right here and ready to help, too!

”

## Explaining the EZ Platform

### Start with Curiosity (Mona's Example):

“

Have you heard about the recent NAR lawsuit? Most buyers have, and they see this platform as the solution. It's been around for a few years, but now it's more relevant than ever because of the transparency it provides.

”

### Explaining the Buyer Premium:

“

The seller has listed this home at a great price, which is great news for you! The buyer's premium keeps things transparent and fair—there are no surprises, and everyone involved is compensated appropriately.

”

## Motivating Offers

### Leveraging Urgency & FOMO (Robert's Tip):

“

Don't forget—my sellers are watching this platform 24/7. They can accept, reject, or negotiate any offer at any time, so don't assume the event timer means you have all day. If you're serious, come in strong to make your offer stand out.

”

### Positioning the Offer as the Next Step:

“

The beauty of this platform is you don't have to wait. If you're ready, placing an offer now puts you in control and shows the seller you mean business.

”

## Handling Buyer Concerns

### Reassuring Buyers About Transparency:

“

What's great about this platform is how clear everything is. Every offer is visible, so there's no guessing or hidden deals happening behind the scenes. It's completely fair, and you're always in the loop.

”

### Handling Concerns About the Buyer Premium:

“

The buyer premium keeps things transparent and fair. It's built into the total cost upfront, so there are no surprises, and it ensures everyone is compensated properly.

”

## Speaking with Buyer's Agents

### Addressing Commission Questions:

“

If you're representing a buyer, don't worry—your commission may be covered by the buyer premium. It's built into the platform to make things seamless and transparent for everyone.

”

### Clarifying Platform Benefits for Agents:

“

This platform is unique because it gives your buyer complete visibility into the offer process. Instead of guessing on a highest-and-best scenario, they can see exactly where they stand and decide how far they want to go to compete for this home.

”

## Recruiting Agents or B2B Partners

### Inviting Collaboration or Referrals:

“

I'm always looking for professionals who are excited about what this platform can do. Whether you think we could do some business together or you're interested in incorporating the EZ Platform into your business, let's connect after this event.

”



**DON'T FORGET:** You might be able to monetize with EZ enterprise or referral opportunities! Let us know if you want to refer an agent or B2B partner.

### Highlighting Agent Recruitment Benefits:

“

Hosting open houses together is a win-win. You can work your leads, and I can offer a 25% referral fee for anyone who closes with you—or, if you're interested, we can talk about you joining the team.

”

## Closing the Conversation

### Leaving a Strong Impression

“

This platform changes the game for buyers and sellers. It's been great talking with you, and I'd love to help you navigate the process or answer any other questions.

”

### Encouraging Next Steps

“

If you're ready to make an offer, let's get you set up now. Otherwise, I'll follow up to see how I can help you move forward with this or another property.

”



**Remember to hand out any business cards, flyers, or other takeaways before someone leaves!**