

OPEN HOUSE SURVIVAL KIT PLAN

Pop-by Gift: "Open House Survival Kit"

This kit could include:

- Mini hand sanitizer
 - Mints
 - Energy bar
 - Branded pen and notepad (with the TC's branding)
 - A business card or service flyer
 - **Bonus:** Attach a small keychain with the TC's logo/contact info that's functional (e.g., a mini flashlight or tape measure).
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Message/Script for the Initial Interaction at the Open House

- **Delivery Method:** In-Person
 - **Message:** "Hi, I'm [Your Name] with [Your TC Business Name]. I wanted to stop by and introduce myself because I love supporting agents like you. I know open houses can be busy, so I brought you this small 'Open House Survival Kit' to keep you refreshed! Inside, I've included my business card/flyer with information about how I can help make your real estate transactions smoother. No pressure at all, but if you ever need an extra hand with paperwork, deadlines, or anything in between, I'm here to help you close more deals and save you time."
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Immediate Follow-Up Message

- **Delivery Method:** Text Message (later the same day or the next morning)
 - **Message:** "Hi [Agent's Name], this is [Your Name] from [Your TC Business Name]. It was great meeting you at your open house yesterday! Just wanted to thank you again for your time, and I hope the 'Open House Survival Kit' was helpful. I'd love to connect further and explore how I can help you streamline your transactions. Let me know if you're open to a quick coffee or chat soon!"
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Touch 1: One Week Later

- **Delivery Method:** Email

- **Message/Script:**

Subject: 3 Ways a TC Can Save You Time & Close More Deals!

Hi [Agent's Name],

I wanted to follow up and share three key ways I help agents save time and increase their bandwidth by managing transaction details.

- **Deadlines:** Never miss one again—I'll track all critical dates.
- **Paperwork:** I'll ensure every form is filled out perfectly.
- **Client Communication:** I keep your clients informed and happy throughout the process.

If this sounds like something you'd benefit from, I'd love to chat more! Feel free to schedule a quick 15-minute meeting with me [\[link to scheduling tool\]](#), or give me a call.

Touch 2: Two Weeks Later

- **Delivery Method:** Phone Call (Voicemail if no answer)
 - **Message/Script:** Hi [Agent's Name], it's [Your Name] from [Your TC Business Name]. I hope everything's going well with your current listings! I just wanted to follow up and see if you've had any more thoughts about how I can support you in your business. I'd love to hear more about your current challenges and discuss how I can lighten your load so you can focus more on selling and less on paperwork! Looking forward to connecting.
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Touch 3: Three Weeks Later

- **Delivery Method:** Text Message
- **Message/Script:** Hey [Agent's Name], I hope everything's been going smoothly for you! Just wanted to quickly check in and remind you that I'm here if you ever need a TC to help with the busy work of your transactions. I'd love to make your next deal a little easier! Let's grab coffee sometime—on me! :)