



# Your Key to Open House Success: Advanced Strategies for Real Estate Agents of All Levels

*Shannon Ensor*

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Are open houses something you simply check off your to-do list with no regard to their true income potential? Do you repeatedly hold open houses without much success? Do you have a plan of action in place for when you do meet people at your open houses? In this book, you will learn how open houses are an integral part of your income stream. Prepare, plan and profit from open houses using the day-by-day marketing guide in this book. You will also learn how open houses can turn your farm and database into more income. “As the founder and manager of Sky Realty of 11 years I have to say this book is spot on! I like the fact that it incorporates some of the qualities that Jim Collins referred to as SMaC (Slow Methodical and Consistent over time) qualities in Great By Choice. Any time you have a book that is rooted in such tried and true principles you are going to have a book that helps to get your business in the right direction!” – Curtis Reddehase, President of Sky Realty “No matter how many open houses you have held, you must read this book! This book is packed full of diamonds, not just any gem, on how to take your open house to the next level. There are tons of tips on building your database. And, if you are like me and hate cold calling and door knocking, Shannon even takes the fear out of circle prospecting, and working FSBOs! Great resource for any professional Realtor®!” – Frank Minogue, Realtor at Keller Williams Generate more leads, experience exponential database growth, and learn how to dominate a neighborhood by using the strategies in this book. Free resources accompany this book to help you assemble a successful system tailored directly to you and your business. Real estate does not have to be a frustrating business that leaves you feeling lost and underpaid. Learn the secrets to open house success and change your career forever!



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