



How To Answer Open House FAQs

A REAL ESTATE EBOOK FROM

 **The CE Shop**

Introduction

An effective open house entices potential buyers, provides a peek into life in the home, and offers an excellent opportunity for sellers' agents to show what they know.

While hosting an open house all day with a tray of fresh cookies might sound like the ultimate gig, you'll also want to have some comprehensive answers about the property and neighborhood on hand. After all, potential buyers are sure to have plenty of questions.





Preparation Is Key

Before you get to formulating potential answers, consider the following:

- Any answer you give should be honest and genuine. As a home is one of the biggest investments most people will make, trustworthiness in an agent is critical.
- Mastering the art of an open house takes practice. Effectively answering questions may take some finessing.
- The right answers will always depend on the home and your clients. It will never be a one-size-fits-all situation.

Bearing this information in mind, let's dive into the top 10 frequently asked open house questions.



How many offers have been made?

In an especially competitive market, buyers may feel the need to make their offers strategically. Their negotiation strategy and whether they choose to put the time, energy, and emotion into making an offer of their own could hinge on your answer. So, if you and your client are fielding multiple offers already, be open and honest.

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Has the asking price fluctuated?

While the buyer's agent may have communicated any changes in price ahead of time, answering this question offers a good opportunity to speak to the 'why'.

For example, are your clients after a speedy close? Or maybe an offer over asking price recently fell through and they're hoping to see something comparable. Whatever the case, get familiar with when and why the listing price may have changed.



“To give real service, you must
add something which cannot be
bought or measured with money,
and that is sincerity and integrity.”

Douglas Adams, *English author and humorist*



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Why do the sellers want to move?

While some buyers may simply be curious, your answer could clue others into any potential issues with the home, neighborhood, or community. If the answer is something unsavory, such as the seller having illicit affairs with the entire HOA, you don't have to come right out and say it, but be careful not to outright lie.

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How long has the property been on the market?

In today's blisteringly hot market, the answer to this question could tell potential buyers a lot about the property.

For example, interested parties could determine roughly how long they have to act based on average days on market in your city. Or, they might surmise that the sellers are especially picky if they've received multiple offers and haven't jumped at one or another. Regardless, be sure to provide an accurate answer as this information can easily be fact-checked online.



5 Are there any issues with the home?

While serious buyers should opt into a home inspection down the line, being upfront and honest about any known issues will start the relationship off on the right foot. Again, you don't have to outright disparage the house, but be careful not to sugarcoat or hide any critical information.



“Be real and authentic. Be passionate
about what you are doing.”

Dottie Herman, CEO of Douglas Elliman Real Estate



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When was the house last updated?

While some buyers seek out the charm and quirks that come with an older home, modern or updated appliances, finishes, and important features like the roof or HVAC system are often appreciated, too. Try to gather information on any recent renovations or replacements, particularly if the home's age isn't immediately apparent.



How much do utilities cost?

Utilities are often wrapped up in the hidden costs of purchasing a home, but buyers are wising up. You may receive questions about water, trash, electricity, HOA fees, and more, so get a recent ballpark from the sellers and be prepared to pass that information along.



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What's the seller's timeline?

This information may be critical in helping the buyer build their strategy. For example, if they know the seller is in a hurry and they're prepared to pay cash, they might consider a slightly lower offer. If your clients have all the time in the world, however, buyers will have less leverage. Be as clear as possible at the seller's plan and priorities, including when exactly they'd like to sell.

“Every buyer and every seller has their own unique set of circumstances.”

Rick Sheppard, *real estate agent*



Where can I get a bite to eat?

Great real estate agents know their communities like the back of their hand. Use this question as an opportunity to showcase your expertise while simultaneously selling the potential new owners on the neighborhood.

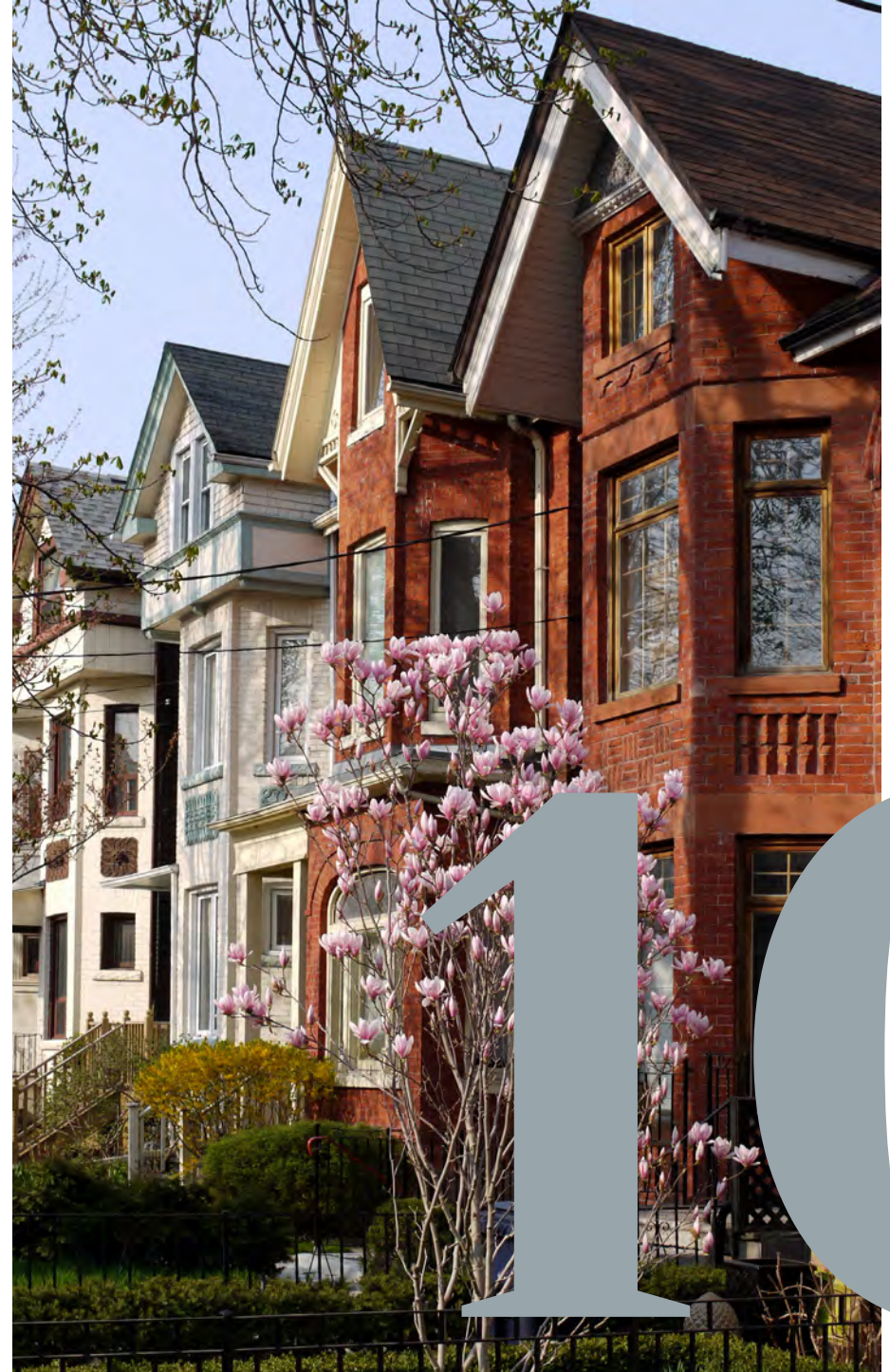
What are the neighbors like?

Aside from rattling off crime statistics and stats on the school district this home falls in, try to share comprehensive and helpful information about the community. What kind of events does this area support? What's the ratio of homes to businesses? How busy is the nightlife in the neighborhood?

Review any information you have on the area beforehand and have a plan to share, but be careful not to violate any Fair Housing laws. Avoid any answers that imply you're steering certain buyers in (or out) of the neighborhood.

Did You Know?

Sites like [Walk Score](#), [Trulia](#), and [Home Fair](#) provide details about a neighborhood's walkability, public transit availability, and cost of living along with other interesting data that potential buyers may find helpful. Don't be afraid to recommend these sites so they can form their own opinion of the neighborhood!





Host the Ultimate Open House

Between the fresh-baked cookies and your thorough list of answers, you're sure to host one heck of an open house. Simply prioritize authenticity, lead with honesty, and do a little planning beforehand to sell your listings like hot cakes.

If you're looking for more tips on how to execute an open house, including how to market your event, we wrote a [step-by-step guide](#) and [recorded a podcast episode](#) just for you.

Good luck!

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