THE FSBO PROFESSIONAL OPEN HOUSE EXCHANGE

A Fair-Value System That Gives FSBO Sellers Professional Open-House Support Without Requiring Them to List the Home

You Keep Control. Buyers Receive a Better Experience. Everyone Has a Reason to Participate.

Prepared by : Tres Miller

The Magic Mortgage Lender

Residential Mortgage Loan Officer

NMLS #217768

UtahHomeownershipAuthority.com

435-229-9797

MLO CAMPAIGN PLAYBOOK

GROUND RULES FOR A SUCCESSFUL OPEN HOUSE

Before We Begin

✓ **Existing representation is respected.**
Represented buyers continue working with their chosen Realtor.
✓ **The homeowner stays in control.**
No listing agreement is required to participate.
✓ **Paid advertising is optional.**
Any third-party marketing expenses are discussed and approved in advance.
✓ **Professionals stay within their expertise.**
Mortgage professionals discuss financing. Realtors discuss real estate. Legal, tax, title, inspection, and appraisal questions belong with the appropriate professionals.
✓ **Buyers choose their level of participation.**
Visitors decide whether they would like additional information or follow-up.
✓ **The goal is education, not pressure.**
Everyone should leave better informed than when they arrived.

Our Commitment

- Respect your decision to sell independently.
- Respect existing agency relationships.
- Respect your privacy.
- Communicate honestly.
- Explain financing clearly.
- Present your home professionally.
- Never pressure you into listing your property.

If everyone agrees with these principles before planning the open house, the experience is almost always smoother, more productive, and more valuable for everyone involved.

THE OPEN HOUSE THAT CHANGED MY THINKING

WHY PROFESSIONALS WOULD HELP A FSBO SELLER

A professional open house takes time.
It requires preparation.
It requires promotion.
It requires signs, visitor management, buyer questions, financing conversations, and follow-up.
That raises an understandable question:
Why would a Realtor and mortgage lender provide those services if the homeowner is not listing the property?
The answer is the surplus of buyers.
Imagine that five prospective buyers attend your open house.
One of them may purchase your property.
The other four still need something.
They may need another home.
They may need a Realtor.
They may need financing.
They may need help understanding their buying power.

Under a typical FSBO open house, those buyers often walk out the door and disappear.

Their names are not collected.
Their financing is not discussed.
Their questions are not followed up.
Their future housing needs are discarded.

The Professional Open House Exchange treats that unused buyer opportunity as something valuable.

The homeowner receives the benefit of a professionally planned and operated open house.

The Realtor and lender receive permission to communicate with the visitors who do not purchase the home, provided those visitors request or consent to that assistance.

That is the exchange.

The homeowner does not have to surrender control of the sale.
The Realtor does not automatically receive the listing.
The lender does not receive every visitor as a client.
Instead, each professional earns the opportunity to help the buyers who still need assistance after the open house.

This creates value on both sides.
The seller receives professional execution.
The visitors receive access to qualified help.

The Realtor and lender receive legitimate future opportunities.

Nobody has to pretend that professional time has no value.
Nobody has to pressure the homeowner into a listing agreement.

The arrangement works because the value already exists inside the buyer traffic.

🎩 Magic Mortgage Tip
The most valuable person at an open house may not be the person who buys that house. It may be the visitor who discovers what they can afford, finds another property, or begins working with the right professional.

KEY TAKEAWAY
The seller is not paying for professional help by giving away the listing. The seller is exchanging access to otherwise-lost buyer opportunities for a professionally managed open house.

Tres Miller
The Magic Mortgage Lender
435•229•9797
NMLS # 217768

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WHAT A PROFESSIONAL OPEN HOUSE ACTUALLY ADDS

Opening the front door is not the same as running a professional open house.

A successful event requires more than signs, refreshments, and a clean home.

It requires a coordinated plan.

Before the event, the professional team helps the homeowner think through:

- Who the likely buyers are
- Which features should be emphasized
- How visitors will enter and move through the home
- What information should be available
- How buyers will register
- Who will answer property questions
- Who will answer financing questions
- What happens after visitors leave

The Realtor brings experience with buyer behavior.
The lender brings experience with financing, affordability, and buyer readiness.

The homeowner brings the property knowledge and remains responsible for decisions about the sale.
Each person has a different role.

The Realtor can help identify presentation problems that a homeowner may no longer notice.

That may include clutter, lighting, room flow, odors, unfinished repairs, confusing furniture placement, or features that deserve more attention.

The lender can help visitors understand whether the monthly payment and required cash may fit their financial situation.

This can reduce wasted conversations with buyers who are not ready while helping serious buyers move forward with more confidence.

The goal is not to turn the open house into a sales presentation.

The goal is to create an organized environment where buyers can receive useful answers.

A professional open house should make the home easier to understand.

It should also make the buying process easier to understand.

That combination creates a better experience for the homeowner and the visitors.

Key Takeaway

A professional open house improves both the presentation of the property and the quality of the buyer experience.

📊**SMART MARKETING TIP**

Buyers rarely remember every feature listed on a flyer. They remember how the home felt, how clearly their questions were answered, and whether the process appeared organized.

🎩 **Magic Mortgage Tip**

A good open house does not push buyers toward a decision. It removes confusion so serious buyers can make better decisions.

Myth vs. Fact

Myth: A professional open house is simply a regular open house with better signs.
Fact: The real value is the preparation, buyer registration, financing support, organized communication, and follow-up system behind the event.

BEFORE THE OPEN HOUSE

☐ Identify the three strongest features of the home.
☐ List the questions buyers are likely to ask.
☐ Decide who will answer property questions.
☐ Decide who will answer financing questions.

BUILDING BUYER TRAFFIC BEFORE THE DOOR OPENS

A professional open house begins before the first visitor arrives.

The most attractive home in the neighborhood cannot create results if buyers never learn about the event.
The professional team can help promote the open house through channels that may already be available to them.
These may include:

- Social-media posts
- Personal and professional networks
- Direct communication with potential buyers
- Realtor-to-Realtor notification
- Neighborhood outreach
- Door knocking
- Email announcements
- Online event listings
- Directional signs
- Follow-up with buyers who have previously expressed interest in the area

These activities may create substantial exposure without requiring the homeowner to pay a large marketing fee.
However, professional time and existing communication channels are different from direct advertising expenses.
Some marketing methods require money to be spent.
Examples may include:

- Every Door Direct Mail
- Paid social-media advertising
- Premium printing
- Professional photography
- Specialty signs
- Purchased mailing lists
- Outside vendors
- Food or refreshments

Those expenses are not automatically part of the exchange.
The Realtor and lender are contributing their time, knowledge, systems, and follow-up opportunities.
They are not agreeing to personally fund every marketing idea.
If the homeowner wants a paid campaign, the expected cost should be discussed and approved before anything is ordered.
The homeowner can then decide whether the potential exposure justifies the expense.
This keeps the arrangement fair and transparent.
It also prevents misunderstandings about what is included.
The strongest plan may combine free professional outreach with selected paid marketing chosen by the homeowner.

Key Takeaway

Professional support may be contributed without charge, but direct third-party marketing expenses remain the homeowner's responsibility unless otherwise agreed.

📊SMART MARKETING TIP

Begin with existing audiences and low-cost outreach. Only add paid advertising when the homeowner understands the cost, purpose, and expected benefit.

🎩 Magic Mortgage Tip

More marketing is not automatically better marketing. The right message delivered to likely buyers is more valuable than broad exposure with no plan.

Myth vs. Fact

Myth: If professionals are helping with the open house, they should pay for all advertising.
Fact: The professionals may contribute expertise and labor. Expenses such as postage, printing, paid advertisements, and vendors should be approved and funded separately.

BEFORE THE OPEN HOUSE

□ Identify the free promotional channels available.
□ Decide whether neighborhood door knocking will be used.
□ Decide whether EDDM or paid advertising is worth considering.
□ Set a written marketing budget before authorizing paid expenses.

EVERYONE HAS A CLEAR ROLE

One of the greatest strengths of the Professional Open House Exchange is that everyone understands their role before the first buyer arrives.

The homeowner remains in complete control of the property and every decision involving the sale.

Nothing in this program requires the homeowner to sign a listing agreement, surrender control of negotiations, or give up the ability to sell the home independently.

Instead, each participant contributes the skills they know best.

The homeowner knows the property better than anyone else.

They understand the neighborhood, the improvements they have made, the history of the home, and the features that attracted them when they purchased it.

The Realtor contributes experience in presenting the property, creating buyer traffic, conducting an organized open house, and helping visitors understand the local market.

The lender contributes financing knowledge that most homeowners simply are not expected to know.

Visitors frequently ask questions such as:

- How much cash is needed?
- What would the monthly payment be?
- Can VA, FHA, USDA or conventional financing work?
- What if my credit isn't perfect?
- Can I qualify before making an offer?

Rather than asking the homeowner to answer lending questions, those questions can be handled by a licensed mortgage professional.

Likewise, legal, tax, title, appraisal, and inspection questions should be directed to the professionals who specialize in those subjects.

Everyone stays within their area of expertise.

That creates confidence for buyers while allowing the homeowner to remain focused on showing the property and making decisions about the sale.

When each person performs the role they know best, the open house becomes more organized, more professional, and more valuable for everyone involved.

Key Takeaway

The homeowner keeps complete control of the sale while each professional contributes expertise in clearly defined areas.

📊SMART MARKETING TIP

Before the event, prepare a one-page responsibility sheet identifying who answers property questions, financing questions, scheduling questions, and follow-up requests. Buyers appreciate knowing exactly who to ask.

🎩 Magic Mortgage Tip

One of the strongest answers you can give a buyer is: "That's a great question. Let me introduce you to the person who specializes in that." Confidence grows when experts stay within their areas of expertise.

Myth vs. Fact

Myth: Accepting help from a Realtor automatically means you've hired that Realtor to list your home.

Fact: Open-house assistance and listing representation are two separate decisions. The homeowner remains completely free to continue selling the home independently unless a separate listing agreement is signed.

BEFORE THE OPEN HOUSE

☐ Review each person's responsibilities.
☐ Decide who answers property questions.
☐ Decide who answers financing questions.
☐ Identify questions that should be referred to legal, tax, title, or inspection professionals.

THE BUYER CHECK-IN THAT MAKES THE EXCHANGE WORK

A successful open house isn't measured by how many people walk through the front door.

It's measured by what happens after they leave.

Many FSBO open houses attract visitors, yet the homeowner has no organized way to identify serious buyers or follow up afterward.

A professional check-in system changes that.

Each visitor is invited to register before touring the home. Typical information includes:

- *Name*
- *Mobile number*
- *Email address*
- *Working with a Realtor?*
- *Spoken with a lender?*
- *Buying timeframe*
- *Interested in this property?*
- *Interested in financing information?*

The purpose is understanding—not pressure.
The information helps the professional team provide the right assistance.

Some visitors want property details.
Others have financing questions.

Some already have professional representation.
Others are just beginning the home-buying process.
Buyer registration helps the homeowner identify serious prospects while allowing the Realtor and lender to assist visitors who request additional help.

Professional Courtesy
The Professional Open House Exchange respects existing agency relationships.

Represented buyers continue working with their chosen Realtor.

The participating Realtor answers general questions but does not solicit represented buyers.

The exchange applies only to unrepresented visitors or those who request additional assistance.

Rather than allowing buyer opportunities to disappear, everyone leaves with a clear follow-up plan.

Key Takeaway
A simple buyer registration system transforms anonymous visitors into organized opportunities while respecting each buyer's preferences.

📊**SMART MARKETING TIP**
The shorter the registration form, the more likely buyers are to complete it. Ask only for information that will genuinely improve the follow-up experience.

🎩 **Magic Mortgage Tip**
People don't mind sharing information when they understand how it will benefit them.

Myth vs. Fact
Myth: Longer presentations make you appear more knowledgeable.
Fact: Simple, focused presentations create greater confidence and more follow-up conversations.

BEFORE THE OPEN HOUSE

☐ Prepare the buyer registration form.
☐ Test the QR code.
☐ Decide what information will be collected.
☐ Review privacy and follow-up procedures.

ANSWERING QUESTIONS THAT HELP BUYERS MOVE FORWARD

Every open house creates questions.

Some buyers want to know about the property.

Others want to know if they can actually afford it.

These are two very different conversations.

The homeowner is usually the best person to answer questions about the home itself.

They know the improvements, neighborhood, utility costs, and daily living experience.

Financing questions are different.

Visitors frequently ask:

• How much money do I need?

• Can I qualify?

• What would my payment be?

• Can I use VA or FHA financing?

• What if my credit score isn't perfect?

Those questions are best answered by a licensed mortgage professional.

Providing accurate financing information during the open house helps buyers understand their options before they leave.

Many visitors who believe they cannot afford a home discover that they are much closer than they expected.

Others discover exactly what they need to do before they're ready to purchase.

Both outcomes are valuable because buyers leave with accurate information rather than assumptions.

Helping buyers understand the financing process also helps the homeowner by reducing uncertainty and encouraging more qualified buyers to move forward.

Key Takeaway

Buyers make better decisions when property questions and financing questions are answered by the right professionals.

📊**SMART MARKETING TIP**

Keep financing discussions educational rather than promotional. Buyers appreciate honest guidance.

🎩 Magic Mortgage Tip

Sometimes the most valuable answer is simply explaining the next step.

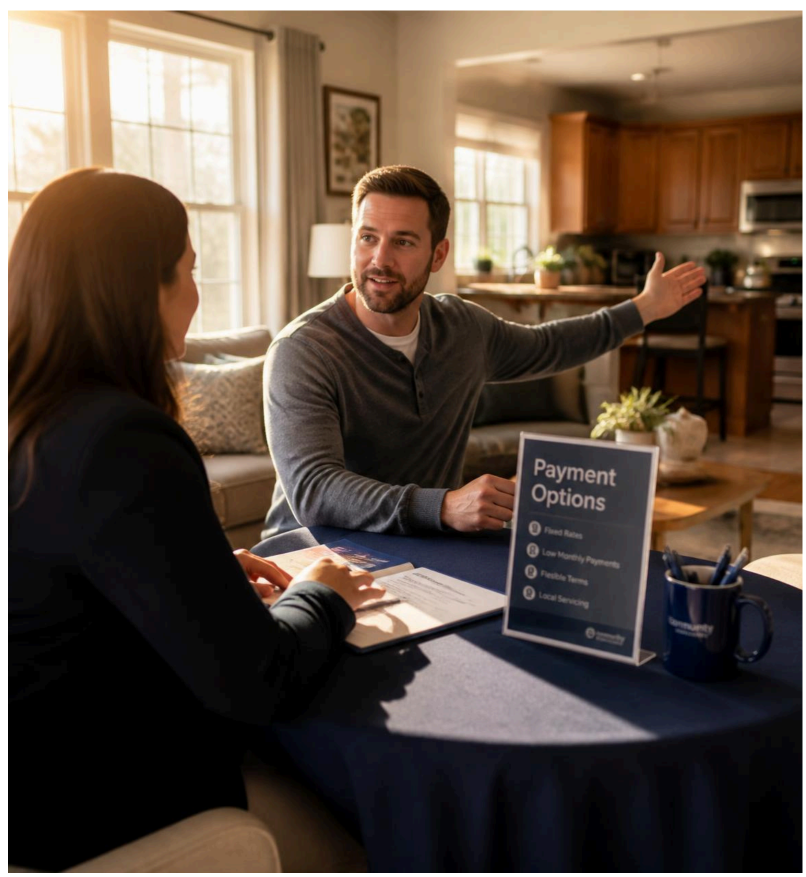
Myth vs. Fact

Myth: Buyers should obtain financing after they find a home.

Fact: Understanding buying power early helps buyers shop with greater confidence

BEFORE THE OPEN HOUSE

☐ Prepare financing materials.
☐ Review common buyer questions.
☐ Bring payment examples.
☐ Have a simple affordability worksheet available.



FOLLOW-UP BUILDS RELATIONSHIPS

The open house may last only a few hours.

The relationships created during the event can last much longer.

After the event, the homeowner and professional team should review every registration.

Some visitors will request additional information about the property.

Others may ask for financing guidance.
Some may be represented by another Realtor.

Others may still be searching for the right home.

Each group deserves a different type of follow-up.

The homeowner focuses on buyers who remain interested in the property.

The Realtor may assist buyers who need another home.

The lender may help visitors who requested financing information.

This keeps the follow-up organized and respectful.

Nobody receives unwanted calls.

Nobody feels pressured.

The objective is simply to continue the conversations buyers have already invited.

This permission-based approach builds trust and creates better long-term relationships than high-pressure sales tactics.

Key Takeaway
Good follow-up begins with permission and continues with helpful information.

📊**SMART MARKETING TIP**
Contact interested visitors within 24 hours while the property is still fresh in their minds.

🎩 **Magic Mortgage Tip**
Begin every follow-up by answering a question rather than asking for an appointment.

Myth vs. Fact
Myth: Buyers who don't purchase this home have no value.
Fact: Many are still active buyers who may need another property or financing assistance.

AFTER THE OPEN HOUSE

- ☐ Review visitor registrations.
- ☐ Contact buyers requesting information.
- ☐ Send property information promptly.
- ☐ Schedule follow-up conversations where appropriate.

WHY THIS EXCHANGE WORKS FOR EVERYONE

A fair exchange creates value for everyone involved.

The homeowner receives professional marketing, better organization, and experienced support without giving up control of the sale.

Visitors receive better information, better answers, and a more confident buying experience. Questions are answered quickly.

Financing information is available.

The home is presented professionally.

The Realtor and lender receive something valuable as well.

Many buyers who attend an open house will eventually purchase another property.

Some need representation.

Some need financing.

Others simply need guidance as they continue their search.

Rather than allowing those opportunities to disappear, the Professional Open House Exchange creates a fair way for everyone to benefit.

No one is paying for professional services with hidden fees.

No one is pressured into signing agreements they don't want.

Instead, each participant contributes something of value while receiving something of value in return. That is why the exchange works.

Key Takeaway
The strongest partnerships are built on fair exchanges of value rather than pressure or obligation.

📊**SMART MARKETING TIP**
Explain the exchange clearly before planning the open house so everyone understands expectations.

🎩 **Magic Mortgage Tip**
People appreciate transparency far more than surprises.

Myth vs. Fact
Myth: Someone always has to lose for someone else to win.
Fact: Well-designed partnerships create benefits for everyone involved.

BEFORE THE OPEN HOUSE
☐ Review the exchange with everyone involved.
☐ Confirm expectations.
☐ Review responsibilities.
☐ Approve any paid marketing expenses.

TURN ONE OPEN HOUSE INTO A REPEATABLE SYSTEM

One successful open house should not be viewed, as a single event.

It should become a repeatable process.

After each open house, take time to review what worked well.

Discuss:

- Buyer attendance
- Visitor questions
- Marketing effectiveness
- Registration results
- Financing requests
- Property feedback
- Follow-up conversations
- Suggestions for improvement

Each event provides valuable information that can make the next open house even stronger.

Some homeowners may sell after the first event.

Others may decide to schedule another open house a few weeks later.

Each experience builds confidence and improves future results.

The goal isn't simply to hold an open house.

The goal is to create a professional system that consistently attracts buyers, provides useful information, and helps the homeowner sell with confidence while creating future opportunities for everyone involved.

Key Takeaway

Every successful open house makes the next one even better.

📊**SMART MARKETING TIP**

Keep notes after every event so improvements can be made while the experience is still fresh.

🎩 **Magic Mortgage Tip**

The best marketing systems are refined one event at a time.

Myth vs. Fact

Myth: If the home doesn't sell after one open house, the event failed.

Fact: Every open house builds exposure, buyer relationships, and valuable market feedback.

AFTER THE OPEN HOUSE

☐ Review attendance.
☐ Review buyer feedback.
☐ Discuss improvements.
☐ Decide whether another open house should be scheduled

READY. SET. OPEN HOUSE!

You now understand how the Professional Open House Exchange works.

The concept is simple. The homeowner keeps complete control of the sale. The Realtor contributes professional real-estate knowledge. The lender contributes financing expertise. The buyer receives a better open-house experience.

Everyone benefits from a fair exchange of value.

The Professional Open House Exchange follows a straightforward process.

The objective is to create a professional experience that attracts more qualified buyers while preserving the homeowner's independence.

Key Takeaway
The Professional Open House Exchange is a repeatable system built on education, organization, and fair value for everyone involved.

📊**SMART MARKETING TIP**
A written plan before the event almost always produces better results than trying to solve problems during the open house.

🎩 **Magic Mortgage Tip**
Professional preparation creates professional results.

Myth vs. Fact
Myth: FSBO sellers must either do everything themselves or hire a listing agent.
Fact: Many homeowners can benefit from professional open-house assistance while remaining in control of the sale.

BEFORE THE OPEN HOUSE

☐ Schedule the planning meeting.
☐ Complete the preparation checklist.
☐ Finalize the marketing plan.
☐ Test buyer registration.

A FINAL THOUGHT

Every home is different.

Every homeowner has different goals.

Some sellers want maximum exposure.
Others want to remain in complete contr
ol of the selling process.

Many simply want professional guidance without giving up the independence that comes with selling their home themselves.

The **Professional Open House Exchange** was created for those homeowners.

It provides the opportunity to benefit from the experience of a professional Realtor and mortgage lender while allowing you to remain in control of your sale.

Throughout this guide, you've seen how a professionally planned open house can create a better experience for everyone involved.

You benefit from:

- Better preparation
- Stronger marketing
- Organized buyer registration
- Professional financing guidance
- Structured follow-up
- Greater exposure to qualified buyers

In return, the Realtor and lender receive the opportunity to assist visitors who attend your open house but ultimately purchase another home.

That is the exchange.

Everyone contributes something of value.
Everyone receives something of value.

If this approach fits your goals, the next step is simple.
Start with a conversation.

There is no obligation to list your home.
Instead, we'll discuss your property, your objectives, and whether the Professional Open House Exchange is the right fit for your situation.

Whether your home sells after the first open house or several weeks later, you'll know it was presented professionally and your visitors were treated with respect.

Sometimes the best partnerships begin with a simple conversation.

My Personal Philosophy

For more than thirty years, I have helped people make informed mortgage decisions.

One lesson has remained constant.

People respond to **honesty**.

People appreciate **education**.

People remember professionals who **solve problems** instead of creating pressure.

That philosophy is the foundation of the Professional Open House Exchange.

This isn't about convincing you to list your home.
It isn't about creating sales pressure.

It's about helping you present your home professionally while giving buyers the information they need to make confident decisions.

If, along the way, we earn the opportunity to help other buyers who attend your open house, everyone benefits.
That's a partnership built on fairness rather than obligation.

The Principles

- Put the homeowner's interests first.
- Educate before recommending.
- Be transparent about expectations and expenses.
- Stay within your area of expertise.
- Respect represented buyers.
- Help unrepresented buyers who request assistance.
- Follow up professionally and promptly.
- Build relationships before seeking business.

The strongest referrals, the best client relationships, and the most successful open houses all begin the same way:

By helping people first.

You don't have to choose between selling completely alone and hiring a full-service listing agent. Sometimes the best solution is simply getting the right professionals involved at the right time.

DISCLAIMER

Professional Responsibility

Realtor discusses:

- marketing
- pricing
- presentation
- buyer traffic

Mortgage Professional discusses:

- financing
- loan programs
- affordability

Homeowner discusses:

- the property
- improvements
- neighborhood
- disclosures required by law

Legal, tax, inspection, appraisal and title matters should be discussed with the appropriate licensed professional.

Selling independently does not eliminate disclosure requirements required under state law.