# Vacant Open House Office Plan

## Strategy Description: The Vacant Home Office Plan

### Overview:

Inspired by real estate coach Dan Wood, this strategy turns vacant listings into mobile prospecting offices. Instead of passively waiting for foot traffic during open houses, agents double their productivity by actively working while they host. Prospecting from a quiet, staged space not only helps agents build their pipeline, but also creates engaging, authentic content and adds value to the seller.

### Key Benefits:

• Maximize time efficiency—prospect while hosting

• Offer extra exposure for the listing

• Increase online visibility through live, on-location content

• Reinforce your image as a proactive, modern agent

• Get more comfortable making calls in new environments

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## SOP: Vacant Home Open House – “Double-Up” Prospecting Plan

### Step 1: Find the Right Property

• Look through **brokerage-exclusive listings** or **MLS** for vacant homes

• Ask the **listing agent** for permission to host a longer open house and use the space as a temporary office

• Confirm if the property has **Wi-Fi**—if not, plan to use your **phone's personal hotspot**

## Step 2: Promote the Open House

• Schedule a **longer window** than usual (e.g., 11AM–4PM) During the week is fine!!!

• Promote across:

• MLS / Realtor.ca

• Social media (Instagram, Facebook, TikTok)

• Brokerage email blasts or internal channels

• Use copy like: *"Hosting an open house and working from this gorgeous home today—come say hi!"*

## Step 3: Set Up Your Mobile Office

Bring the essentials:

• Phone and laptop/tablet

• Business cards, branded signs, RECO Information Guides

• Charger and/or extension cord

• Tripod or ring light for filming video content

• Optional: branded mug, clipboard, light snacks for a "hosted" vibe

Set up in a **well-lit, central space** that showcases the home's lifestyle appeal (e.g., kitchen island or living room)

## Step 4: Open House Procedure

• Place open house signs and directional arrows

• Greet walk-ins with warmth, give guided or self-tours

• Track all visitors and contact info for follow-up

• If you're **not the listing agent**, give out the **RECO Information Guide** and explain your role as a service provider to the seller

## Step 5: Active Prospecting During Downtime

• Call your database or follow up with old leads

• Send handwritten notes or follow-up texts

• Post to Instagram Stories or go Live with a quick tour

• Shoot short form content:

• "Working from this beautiful home today"

• "Imagine living here? Let's talk!"

• Write a blog, email, or social post recapping your day

## Step 6: End-of-Day Wrap-Up

• Reset the space to how you found it—leave no trace

• Send a thank-you note to the listing agent and/or seller

• Add leads to CRM with notes from the day

• Reflect: what worked well? What could you tweak next time?

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## Pro Tip for Agents

Even if you don’t have a listing of your own, **collaborate with a colleague** who has a vacant property. Offer to promote their listing in exchange for hosting. You get the leads—they get the extra exposure. Win-win.

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