📝 Notes

Sep 24, 2025

Small Steps III - "Open Houses & Visibility"

Summary

Brian St. Clair introduced "Small Steps, Big Results" Week III

Details

- **Small Steps, Big Results Program Overview** Brian St. Clair transitioned to Week 3 of "Small Steps, Big Results," emphasizing its purpose to simplify overwhelming training programs into three easy, repeatable steps each week to build momentum for future market opportunities. He stressed the importance of building a referral-based business from one's sphere of influence to be prepared for the future influx of buyers when rates drop. He explained that inconsistent lead generation is a major struggle, and the program focuses on "minutes of focus" rather than "hours of work".
- **Previous Weeks' Focus and Current Week's Goals** Brian St. Clair reviewed Week 1's focus on "visibility" through consistent social profiles and setting up a client database, and Week 2's "opportunity" through reaching out to five people weekly, asking for referrals, and requesting client reviews. Week 3's goal is "expanding opportunities" by using open houses for visibility, trust-building, and pipeline growth, noting that 41% of buyers visit open houses.
- **Open House Strategies and Best Practices** Brian St. Clair outlined key open house strategies: hosting one per month (even borrowing a team listing if needed), selecting an area of interest, using Readath's open house template for lead import, and treating the event like a performance by being prepared, approachable, and professional. He suggested having local market stats or neighborhood facts ready to share and using six directional signs, along with recording short videos for social media. Brian St. Clair also recommended scheduling posts two to three days before and the morning of the open house, doing Facebook/Instagram live walkthroughs, and creating short reels for greater

engagement. He advised consistent branding across platforms, sharing in local Facebook groups, and tagging relevant entities like school districts and neighborhoods for wider reach.

- **Open House Follow-Up and Success Metrics** Brian St. Clair emphasized the critical importance of timely follow-up after an open house, recommending a dedicated hour post-event to send texts, add notes to the CRM, and provide resources. He shared statistics indicating that 80% of sales happen after five or more follow-ups, and speed matters, with follow-ups within 24 hours increasing conversion by 60%. Brian St. Clair presented a detailed follow-up plan, from immediate thank-you notes to quarterly market updates, stressing value over pressure.
- **Common Pitfalls and Keys to Open House Success** Brian St. Clair highlighted common pitfalls to avoid: not engaging with visitors, neglecting signage and social media promotion, and failing to follow up. He stated that success comes from preparation, engagement, good promotion, and consistent follow-up. The summary for the week's steps is to schedule one open house, two posts, and one hour for follow-up.
- **Peer Insights on Open House Strategies** Clarissa Bush shared her friend's highly successful open house techniques, including preparing lists of similar houses and immediately offering to show them to potential buyers after the open house. Clarissa Bush also noted her friend's approach
- **Client Retention and Open Houses** Clarissa Bush highlighted a successful client retention strategy involving varied scheduling of events like open houses to maximize client engagement, emphasizing that converting clients from open houses is a process that takes time and multiple interactions. Brian St. Clair shared their observation that the effectiveness of open houses might vary across different age groups, noting their own experience with Gen X and early millennial clients, and contrasting their success with social media engagement against others' experiences. Brian St. Clair also mentioned a personal experience where a client chose them based on the aesthetic appeal of their Instagram page, sparking a discussion about the balance between creative presentation and negotiation skills in real estate.
- **Upcoming Session and Social Media Business** Brian St. Clair announced the next session in three weeks, focusing on CMA cadence and house value touches.

They also briefly mentioned a social media business for realtors created by someone who moved to Florida.