

BUYER SCRIPT - OPEN HOUSE VISITORS: "WE'RE JUST LOOKING"

Help Realtors engage casual open house visitors in a relaxed, professional way – positioning the FMZ Team as a resource, not a sales tool.

PRO TIP – The best question to ask – “What brings you to the open house today?”

Step 1: Warm Acknowledgment

Homebuyer: We're just browsing today.

Agent: Totally fine — that's exactly what open houses are for. Just curious though, if the right home came along, would you consider making a move, or are you still in research mode?

Step 2: Listen + Empathize

Homebuyer: Maybe if it was perfect.

Agent: Got it — that's how most of my clients start. The tricky part is that perfect homes move fast, and being prepared just means you're ready when the timing is right. No pressure — just peace of mind.

Step 3: Lightly Introduce FMZ

Agent: What I usually do for people in your situation is connect them with my lending partner, the FMZ Team. They're local, work weekends, and can map out your numbers in about 10 minutes — no commitment, just clarity.

It's honestly just a quick way to see what your comfort zone looks like if something great pops up.

Step 4: If They Say “Sure” or “Why Not”

Homebuyer: Sure, why not.

Agent: Perfect. I'll do a quick group text to introduce you. They'll reach out whenever it's convenient — no pressure, no surprises — just clear guidance when you're ready..

What's the best number and email for you so I can send a quick summary after the open house?

Step 5: If They Say “Maybe Later” or “Not Ready Yet”

Homebuyer: We're not quite ready for that yet.

Agent: Totally fair — most people feel that way at first. The only reason I mention it is because getting a ballpark idea doesn't lock you into anything. It just gives you a clearer picture so you can browse confidently instead of guessing.

Would you like me to send a quick email with some tools and info you can look at whenever you're ready?

Step 6: If They Say “No Thanks, We're Just Looking”

Homebuyer: We're really just looking.

Agent: Perfect — that's what open houses are for. I'll keep you in the loop on anything that matches what you liked today. What's the best email for that? No pressure — just keeping you informed.

Optional Add-On (Use When Appropriate)

Agent: The nice part about my lending team is they focus on making buyers ready, not rushed. So even if you're months out, they'll help you figure out what steps — if any — to take now so you're not starting from scratch later.



Use this as a guide, not a script to memorize. Adapt it to your voice and your client's personality.

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