THE MINDSET MASTERY CLUB — SESSION ONE-PAGER

Leads: How Amanda Higginbotham Turns Weekday Open Houses Into a Pipeline

Wednesday, November 4, 2026 · with Jayson Yunis

System shared by Amanda Higginbotham — Keller Williams Platinum Realty, Wyomissing, Pennsylvania (Reading / Berks County).

Thank you, Amanda! Follow **Homes with Higgi** for more of what's working in her market — and if her system sparked an idea for yours, she'd be glad to hear from you: amanda@homeswithhiggi.com · (610) 621-7708

What if the open house wasn't a weekend chore, but a weekday system? Amanda Higginbotham runs at least one open house a week in the Reading, Pennsylvania area — and open houses account for **35–40% of her business**. In this live interview she breaks down how she picks the right houses, matches the timing to the buyer, promotes without spending on custom flyers, and follows up the same evening with a text and the next day with a personal video message. Her proof: one Thursday open house — **14 guests, two offers by 8 AM Friday, four offers total, every one from that evening.**

> *"People work with people they know, like, and trust."*

The model: Amanda's Open House System

1. **Start with the right houses.** She hosts homes that fit the buyers she works best with. Hosting another agent's listing? She leads with the results her open houses have produced. For her own listings, timing is the play: she lists on Thursdays and holds the open house that same Thursday, then again on Saturday — the Thursday-then-Saturday pair is what drives competitive offers — with the sellers agreed in advance on the offer strong enough to cancel the second. The next best moment is the day a price reduction lands — same play.
2. **Promote like it matters.** Into the MLS immediately, so it syndicates — buyers tell her they found it on Zillow and Homes.com. An unbranded photo of the home about a week ahead (real photos outperform branded templates for her), a branded post the day of, stories in between. Directional signs go out the morning of or the evening before — with the neighbors' permission. And she does her homework on the house, the community, and the schools, so she can actually answer questions. No custom flyers: people take the MLS sheet instead.
3. **Match the timing to the buyer.** For families, a weekday window near school pickup or on the way home beats dragging kids to a showing. For a 55+ community, earlier in the day makes more sense than an evening. And never against the big local event — in her market, that's an Eagles game. An hour and a half to two hours is plenty; three-hour open houses aren't

necessary.

4. **Capture the person, not just the visit.** A sign-in sheet — which also asks whether a visitor needs a Spanish-speaking agent or lender, so she can connect them with someone who can help. She jots down personal notes (their children's names, their pets, what they talked about) and keeps the sheets in a bound notebook. Everything goes into her CRM, and they join her newsletter.
5. **Follow up personally, and fast.** Same evening: a text. Next day: a video message that mentions something real from their conversation. Then she stays in touch weekly, watches for homes that fit them, and invites them to the next open house. Even a quiet open house isn't wasted time — she films a home tour or writes thank-you notes. One note to a neighbor who lent her lawn for a sign turned that neighbor into a lead.
6. **Lean into the sources that fit you.** Hers are open houses, referrals, and her sphere — each a significant share of her business. The cold calling and pitch-first tactics never felt like her. Providing value and building a genuine connection did.

Proof it works — one Thursday

A "coming soon" listing in a neighborhood she farms got its first showing as a Thursday open house: **14 guests through that evening, two offers by 8 AM Friday, four offers in total — every one from that open house.** The sellers first came to Amanda as a lead from one of her open houses three years earlier; she's done multiple transactions with the family since.

By the numbers

Share of her business from open houses	35–40% — at least one a week since April, some weeks two
The Thursday example	14 guests → 2 offers by 8 AM Friday → 4 offers total
Cost per open house	About $10–$15 on water and snacks — nothing fancy or perishable
Your time	About 4 hours all-in — planning, promotion, event, wrap-up
Open house length	1½–2 hours
Community events	Her trunk-or-treat: 55 warm leads, about $250 out of pocket, ~6 hours (vendor partners helped with costs)

Best-fit listings	A home the day it lists — she lists Thursdays: open house that Thursday, then again Saturday; the pair drives competitive offers. Next best: the day a price reduction lands — same play

Questions this session answers

- How do I pick which open houses are worth hosting?
- When should I schedule an open house for the buyers I actually want?
- How do I market an open house so people actually show up?
- What should a sign-in sheet capture — and what do I do with it afterward?
- What's the follow-up sequence after an open house?
- How many open houses should a new listing get?
- If traffic is slow, is the open house a waste of time?

Your next step

Turn your next listing's plan into numbers you can run: set your target in the planning tool — https://themindsetmasteryclub.com/planning-tool.html

Next live session: **Leverage: How Larissa Butler Uses AI to Win Back Her Time** — Monday, November 9, 2026 · 1:30 PM Pacific / 4:30 PM Eastern · https://themindsetmasteryclub.com/leverage

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Thanks to Amanda Higginbotham. The Mindset Mastery Club — for agents & leaders who refuse to settle.