

TIPS FOR A SUCCESSFUL OPEN HOUSE

- List your home with _____ as soon as you have decided on dates and times.
- Include the open house dates & times on all your flyers and other advertising sources as soon as dates are set.
- Prepare the home for showing. Light a scented candle or two in a safe place and play soft music for listening pleasure. Or bake some brownies or cookies for a homey feeling!
- Open all curtains & blinds to make it bright.
- Send postcards to neighbors, friends and other prospective home buyers.
- Invite other Real Estate Professionals that have homes for sale in your neighborhood to have an open house that same weekend.
- If you plan to advertise in the local newspapers, and to minimize the cost of the ad, include _____ in your ad.

Example:

OPEN HOUSE Sat & Sun 1-4pm 123 Your Street, Call (phone) or visit www.website.com

- Offer light refreshments and finger foods or appetizers. (veggie or dessert platter)
- Have plenty of flyers and home information ready, including Purchase Offer Contracts.
- Put balloons in front of home and other points of interest to generate attention.
- Be sure to have an Open House Registration sheet to obtain names, phones, addresses & emails to send thank you cards or for future follow up or mailings.
- Smile and greet your visitors!

Good Luck with your Open House!