

OVERHAUL YOUR OPEN HOUSE

Put a spin on your standard open house with these fun ideas, and refresh your event marketing and sales strategies!



Throw a **BLOCK PARTY** surrounding your open house

Book a few **FOOD TRUCKS** and invite the neighbors



Rent a **BOUNCE HOUSE**

Have **FACE PAINTING** and other fun activities for kids



Partner with two other nearby listings and do a **POKER RUN, OPEN HOUSE CRAWL** or **SCAVENGER HUNT** between the properties

SIP BEVERAGES and **STARGAZE** at that home with a view



Hold the **ESTATE SALE** and open house at the same time

Invite a **LOCAL CELEBRITY** to sign some autographs



Put little **NOTECARDS** around the house noting special features

Plan a **PARADE OF HOMES** with other REALTORS® who have listings in the area. Provide a map of the properties and a flyer to promote the refreshments at each stop.



GIVE AWAY A PRIZE! For example, the person who gets closest to guessing the final sales price of the home wins an iPad.

Invite the neighbors to a pre-open **BREAKFAST PARTY**. Provide coffee and catering by a beloved local restaurant.



1 WEEK BEFORE: Promote the open house (at least mid-week before the event). Tell potential guests about the feature(s) of the open house (e.g. prize, local celebrity, food truck, bounce house, etc.). Run targeted Facebook ads to everyone in the area.

3 DAYS BEFORE: Stop at four businesses in your listing's community. Ask the owner or manager for something from their business that you can showcase at the open house for people who are not from the area. Encourage the owner or manager to invite any of their staff who might be interested in living closer to the workplace.

1–2 DAYS BEFORE: Introduce yourself to the residents of the 10 homes across the street and five on either side of the home, at least. Tell them about the open house and invite them to preview the home the morning of the event, an hour or so before its scheduled start time.

If you get the chance to speak with a neighbor at greater length, ask them about their relationship to the community — “What attracted you to the neighborhood?” “What do you love most about it?” “What do your children love most?” “If you moved, what would you miss the most?”

DAY OF: Put out at least 15 signs directing traffic to the open house. Cover every access point. Call every one of your seller and buyer leads and personally invite them to attend.

- Roll up the water hose
- Sweep the sidewalks
- Clear and clean the porch
- Heat the stove and put a capful of vanilla extract in the bottom
- Stage and/or declutter the interior
- Play some music
- Place your business cards and literature about the home in high-visibility areas
- BONUS:** Include literature about nearby homes with different price points, both higher and lower. Use these materials to drive a conversation about community and to learn about guests' real estate and lending needs.

DURING: Use a convenient mobile app to check people in (e.g., *Open Home Pro*, *SPACIO*, etc.).

Remember that the curious neighbors are potential sellers, so welcome them warmly when they arrive and answer their questions attentively.

- ▶ **Neighbor:** *Is it really going to sell for \$325,000?*
- ▶ **You:** *Well, you know we have a number of buyers looking at the property, and, based on my experience, we will be in a bidding war by the end of this week. Consider this: Only one buyer gets to be your new neighbor, even if there are six or seven offers on this home. This means that five or six buyers who are qualified and ready to go – even writing offers – are crying in their cars because there are no homes for them to buy. So the question is, have you had any thoughts of selling? At what price would you become a seller? I don't mind doing this (as though you're very busy, but you'll make time): After the open house, why don't I swing by, and I'll take a look at your house and give you a realistic idea of how much it's worth and how quickly we can get it sold. How does that sound?*

Always ask guests what brought them into the open house and what they're looking for. Even if this isn't the home for them, you can tell them about other properties you're selling. Go into an open house knowing exactly how many homes are on the market, how many sales are pending, how many single-family homes are available, how many sell annually, and more.

Talk to one person at a time. Give them all your attention until you know whether or not they're an appointment. Don't break eye contact until you are certain they are or are not an appointment.

Your goal should always be to get one rock-solid appointment.

LONG-TERM: If this is your main method of prospecting, spend at least 40 hours a month on open houses. It's an inexpensive way to farm leads. Set a goal to host 100 5- to 8-hour open houses in 100 days.

Offer to do a for-sale-by-owner's open house. You can pull buyers and, by the end, you might get a listing!

Let's keep brainstorming! Give me a call today.



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