Hosting an Open House

Invite a lender to join you as soon as possible. He/She should provide flyers and/or snacks.

Wednesday
- Listing agent to add open house to MLS Listing, which will syndicate out to major sites
- Add open house to Craigslist and Nextdoor
- Check map for sign placement; ideally two signs on nearest major road and one sign on every street leading up to house. Borrow signs from the office or better yet, buy your own.

Thursday
- Double check open house is listed on MLS, Zillow, Realtor, etc.
- Add event to Facebook or "boost" an ad to local audience

Friday
- Walk the neighborhood 24 hours before to invite them; ideally to a "neighbor's only" preview. You can take flyers, make an invite, or use free door hangers provided by Annie Grogan at Fidelity Home Warranty
- Buy balloons to add to signs (Dollar Store is a cheap choice)
- Check comps so you're knowledgeable about local market

(Day of Open House)
- Wear a nametag
- Bring business cards, pens, and a sign-in sheet
- Arrive early to place all signs around neighborhood. Ask neighbors before putting signs in their yard.

More ideas...
- Have a giveaway to encourage visitors to sign in. If you do something slightly less expensive (like a bottle of wine or smaller gift cards) you can reach out to multiple people to say "Congratulations! You won the raffle. I can drop your prize off this afternoon. What's the best time?" This is a nice way to make contact more than once with strong prospective buyers.
- Make sure all of the lights are on. Do a visual inspection of the house before opening to make sure there is nothing lying around you wouldn't want visitors to see/take.
- "Thank you for visiting! For safety purposes, the seller has requested that everyone signs in. Thanks!"
- Use an app like Ticor Agent One for flyers, etc.
- Bring thank you cards to fill out and mail to any neighbors or visitors who come that give you an address (something to do if it gets slow!)
- Bring seller/buyer guides from a local title company
- Music!