

10 days to a Successful Open House

Step One: Decide when open house will be scheduled.

Fail to plan, plan to fail...

Goals:

- Prep your seller for the open house, get them involved and make it a “team effort”
- Have home that is “Ready to show” for the open house (and for future showings)
- Promote the open house to your sphere, neighbors, and build your contact list.
- Promote yourself – to your sphere, the neighbors, and the public
- Engage with buyers who are in the market
- Introduce yourself to neighbors thinking of selling
- Raise the chance of selling your sellers home!

Timeline

Agent Activities

Seller Activities

<u>Timeline</u>	<u>Agent Activities</u>	<u>Seller Activities</u>
10 days before Open House (Thursday)	Walk through with seller to review a plan to prepare for open house. Leave behind: Prepare your house to sell!	Prepare the exterior of your home: <ul style="list-style-type: none"> • Plant Flowers • Cut back bushes • Power wash as needed • Outdoor repairs as needed
9 days before (Friday)	Notify admin staff of date, time, address of open house for placement on MyCBPP.com (local) and ColdwellBanker.com (National)	
7 days before	Place ad in local newspaper <ul style="list-style-type: none"> • Tuesday is deadline! • Open House Facebook Ad form 	Clean garage / deck / other areas.
6 days before	Yard Sign “Open House This Sunday 1-5” placed in yard	Mow / Edge yard
5 days before	Tell 20 (sphere) Tell 20 more (Neighbors) “Just in time” mailings	Clean the interior of your home – Make it spotless!
4 days before	Ensure directional signs are available and in good shape. Consider balloons. <i><u>Mortgage Sheet Listing Price Point and 2 other price points</u></i>	
2 days before	Contact seller and review preparations	Review plans for when they should leave and return.
1 day before	Buyers Packet: <ul style="list-style-type: none"> • List of available homes in price range. • Mortgage Sheets • Agent Bio • Copies of seller disclosures and property flyers. 	How to leave home: <ul style="list-style-type: none"> • Clean and uncluttered • Window shades open, lights on. • Dining table set • Pets not at home • Beds made

Don’t forget: Registration Sheets, Signs for Open House, At least 10 Flyers printed, Business Cards, Name Badge, Food? Beverages? Buyer Packets.

Monday – Follow Up with all of your registrants!