

# IF YOU'VE NEVER: HOSTED AN OPEN HOUSE

Hosting an open house for your new listing can be an effective way to promote the property and attract potential buyers you might not reach otherwise. As a new agent, you may not have hosted an open house before. Here's what to do.

## BEFORE

- Clean, organize and touch-up entire home, including closets and appliances (inside and out) and yard. Check that all lights work, replace bulbs if needed.
- Advise seller to lock up or remove all valuables and medications.
- Recommend that seller not attend the open house.
- Buy and place open house signs.
- Email your sphere of influence.
- Promote the open house on your social media.
- Door-knock to invite all neighbors to the open house.
- Prepare flyers and website, including address, features, school district, photo, etc.
- Check with your insurance company about liability for people touring the home.
- Create ambience: open curtains or shades, turn on lights, play light music.

## DURING

- Have a sign-in sheet, website or QR code ready for visitors.
- Stand to greet potential buyers and don't sit down while visitors tour the property.
- Remain positive but also give the potential buyer their space. Offer to answer any questions they might have.
- Park your car out of the way, to leave parking accessible for potential buyers.
- Talk to just one potential buyer at a time and give them your full attention. (source: Real Estate Coach Tom Ferry)

## AFTER

- Lock up the house after inspecting all rooms, closing all curtains and turning off lights.
- Remove open house signs.
- Notify the seller of traffic flow and responses.
- Follow up with all attendees. Send a thank-you email to all, and call those who show interest.
- Add all guests to your database.
- Send information about future open houses.

## STAYING SAFE

- Try to have at least one other person working with you at the open house.
- Make sure that a colleague, friend or family member knows where you are.

- Check your cell phone's battery and signal before the open house. Have emergency numbers pre-programmed on speed dial.
- On entering the house for the first time, check all rooms and determine several, potential escape routes.
- Have potential clients walk in front of you while you direct them instead of leading them. "To the left is the kitchen" and gesture for them to go ahead of you.
- Don't assume that everyone has left the home at the end of the showing. Check all rooms and the yard before locking doors.

\*Source: NAR

