

THE **OPEN HOUSE** GUIDE

/ STEP-BY-STEP GUIDE FOR A SUCCESSFUL OPEN HOUSE /

Tips for a Successful Open House

An Open House is an excellent opportunity to showcase a home and potentially facilitate a buyer. Preparing for an Open House is just as important as the event itself. As a seller, you are an integral part of Open House success! Here are a few tips to help sell your home, even without being present at the actual Open House event. Holding an Open House can be a very beneficial way to turn your home for sale into a sold property!

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1 PREPARE YOUR PROPERTY

A great first impression is key to selling your property. Prospective buyers want to see your home in pristine condition, everything showcased cleanly and neatly so they can imagine themselves living there. Remember, you have just a few seconds to create a great first impression. Your goal is to impress all of your Open House visitors.

Depersonalize

Buyers need to be able to visualize themselves living in the home. They need to see the home as a blank canvas they can personalize. One essential Open House tip for sellers is to remove as many personal belongings as possible. Removing personal items like family photographs and kid's art on the fridge will make it feel more like their potential home. An Open House can make buyers feel like they are intruding in someone's personal space if the home isn't staged properly.

Remove Clutter

Take some time to sell, donate, throw away, or store items you don't need. Not only will this make your home feel more spacious, but eliminating things you don't use will help make moving easier. The home should feel open and uncluttered.

Hide Your Valuables

Hosting an Open House is an invitation for the public to view your home while you are not present. This inevitably comes with security concerns. To ensure your valuables aren't stolen, securely store them in a safe or locked area.

Organize

While touring your Open House, buyers will explore closets, peek in drawers, and even pull back the shower curtain. Make sure that you organize closets, drawers, cabinets and pantries once you are done depersonalizing and decluttering! This is an extra step in making sure the buyer will be able to easily envision themselves living in your home.

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Stage the Home with Quality Furniture & Decor

While you want the home to be decluttered and depersonalized, that does not mean you want it to be empty. The key is to strike a balance between having the house look spacious, open and neutral, while still making it feel homey. You want buyers to see all the potential a property has to be their dream home. An excellent way to do this is by staging the home with attractive furniture and decor. If you have the option, renting high-quality furniture will elevate the whole space.

Staging is a proven strategy to help buyers see the property as their potential future home. According to research from the NAR, buyers tend to agree the living room is the priority to stage, followed by the master bedroom and then kitchen. Therefore, it's smart to focus your staging efforts on these rooms. To enjoy the full benefits of staging a home, rely on the expertise of a professional designer. These designers know how to select the right lighting, furniture and accessories to maximize your home's appeal.

Curb Appeal

First impressions are everything, and that begins from the time a buyer pulls up in their car. Evaluate what the outside of your house needs to make it look appealing. Power washing your driveway, tidying up your landscaping, and touching up your paint are the little things that can make a big difference.

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2 ON THE DAY OF YOUR OPEN HOUSE

It's go-time! You've put in lots of effort to prepare for your Open House. Here are a few day-of details that will make an impact on your open house attendees. Your home will be one they'll remember...and hopefully one they chose to be theirs!

Cozy or Cool

Depending on the time of year, you will want to ensure your thermostat is set to a comfortable temperature. If it's too cold or too hot, odds are, a potential buyer will tour your home quickly if they are distracted by their discomfort. If the temperature is enjoyable, buyers will want to stay and take their time as they consider your house as their potential home.

Let There Be Light

Clean your windows, dust off the lamp shades and light bulbs, and open your window coverings. Light makes a potential buyer feel cozy and at home, and if you accentuate your lights during the open house, you'll have more interested buyers.

Scents That Make Sense

It's likely that after all the cleaning, decluttering, and organizing— you will be starting with an aromatically clean slate. The smell is the strongest sense that is tied to our emotions. Whether it's lighting a vanilla candle, baking a fresh apple pie, or brewing a fresh pot of coffee, make sure the smell of your house inspires a positive experience.

Keep Pets Out of Sight

There's a good chance the potential buyers in attendance at your open house have pets of their own, but they shouldn't see any signs of the current owner's pets. No matter how pristine your house is, seeing a cat, dog or another furry friend inside could be off-putting to a potential buyer. Remove any signs of your pet, including taking your pet with you during the open house.

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YOUR REALTOR BEHIND THE SCENES

As the home-owner, you have put a lot of time and effort into getting your home ready to be listed for sale and preparing for an Open House. Your Realtor, as well, has been working hard on the behind-the-scenes portions of preparing for your Open House.

Strategically Picking Day & Time

A REALTOR is strategic in scheduling your Open House event. A key to a successful open house is to strategically schedule your event during a certain day and time to pull in the most potential buyers. There are somewhat traditional days and times to host an open house, as they accommodate those working normal business hours. Sunday is the traditional day for an open house, and for a good reason. Weekends tend to accommodate most people's work schedules, and Sundays tend to be less eventful than Saturdays for most families. As for the time, the afternoon is typically best. Although a weekend afternoon is an undoubtedly popular time, a weekday evening is also a viable time to consider. Your agent will strongly take into consideration when your house will hit the market and capitalize on the excitement generated by a new listing.

Spreading the Word

With real estate resources such as the Multiple Listing Service, Zillow, and Realtor.com- spreading the word of your open house digitally is significant. Potential buyers and other real estate agents will use these sites to search for properties where the open house information is displayed.

Your agent will leverage the other agents within their team and brokerage, as well as multiple social media platforms.

Creating a Video Walk-Through

Creating a virtual tour of the property is also an important aspect of the marketing your Realtor has done to help promote your Open House. Video walk-throughs can be attached to your listing in the MLS, sent out in an email to a large database of potential buyers, sent to local Realtors, as well as featured on multiple social media platforms and ads. A video walk-through will never be quite the same as touring a home in person, but it can be a great visual aid for people who are interested in your home or plan to attend your Open House. It can also help after-the-fact for those who did attend your open house and later want a refresher on the look and layout of the home. It can also help buyers who were unable to attend the open house.

Marketing

Many buyers will use the information they received from an open house during their home search. Marketing is a crucial aspect of curating that information. Chances are, if a potential buyer is visiting your open house, they will visit other open houses. You will want them to have a reference on hand to refresh their memory as to why your home is the home they want to buy!

YOUR REALTOR BEHIND THE SCENES

The Day of the Open House

It's go-time! Your agent will have a checklist of items she/he will complete on the day of your open house. These day-of details make an impact on your open house attendees.



SECURITY

You're letting total strangers walk through your home. Your Realtor will set a few ground rules:

- Everyone fills out a guest registration card
- No one uses a bathroom
- All doors remain open at all times



PROPERTY FLYERS

Your Realtor will have plenty of printed info sheets and property brochures displayed using professional photos to help buyers remember your house. The brochure/flyer will include features and all the details about your home, a map, and contact information.



SIGNS

Your Realtor will strategically place plenty of directional signs to lead visitors to your house. This signage will guide them from all major intersections with high volumes of traffic, all the way to your property.



REFRESHMENTS

Your Realtor will offer some tasty treats or refreshments. Freshly baked cookies create a pleasant, inviting scent. This will enhance the positive mood and encourage the potential buyer to linger longer.

The Follow-Up

Another important aspect of ensuring the success of your open house is following up with the potential prospects that visited. Unless they are a curious neighbor, odds are, each visitor is a potential buyer. The “follow-up” bridges the gap from when they left your open house to the possibility of presenting an offer.

Hosting an open house is an opportunity to set your house apart from the rest. Virtual home shopping is convenient, and pictures are worth a thousand words, but there is nothing as impactful as seeing a house in person. This is your chance to show your home at its absolute best!

At the Mike Brown Group, our agents understand that creating a positive buyer experience during your open house is an important aspect of the overall success of the marketing strategy of selling your home.



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