



Open House Tips

Advertise the Open House

- Write Colorful Descriptive Ads
- Post them by the Wednesday before your Open House on Zillow, Craigslist, Your Personal Social Media Accounts, Etc.
- On the day off the Open House, set up strategically placed signs around the neighborhood. Place a sign at the busiest intersection around your house and one every few blocks on the way to your house from major streets. Attach strings of balloons to each sign and include big arrows pointing in the right direction

Prepare the Premises

- Remove all vehicles from the driveway. Ask your neighbors to help out by not parking in front of your house.
- Let in the light: Open all the drapes, blinds, and window coverings. Turn on every lamp and overhead fixture, too.
- Serve refreshments and snacks or, depending on your budget, maybe even a catered lunch.
- Do not, under any circumstances, use an air freshener: Many people are allergic to synthetic odors.
- Have soft music playing throughout the house.
- Create a bulletin board of seasonal house photographs so that buyers can see what the home would look like at another time of the year. This step is especially helpful for showcasing gardens during the winter.

Put Out the Paperwork

- Create Color Flyers filled with quality photos, key points and unique selling features of your home
- Print Out Comps - Recently sold homes in your neighborhood
- Neighborhood Attractions - local restaurants, school ratings, etc. for out of towners.