



# OPEN HOUSE STRATEGIES

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# OPEN HOUSE

An open house is an important part of your marketing strategy, both for the listing AND for your business.



# KEY POINTS



## PREPARATION

Learn about the property and area, Signs, Flyers, etc.

## MARKETING

Market before your open house.

## PRESENTATION

Put your best foot forward in person and online. Collect attendees contact info.

## FOLLOW UP

Contact attendees following open house.

# PREPARATION

## SIGNS

Purchase signs. Open house signs, directionals, etc.

## MARKETING

Create flier, postcards, link to listing, and/or video.

## RESEARCH

Do your homework! Learn about the property and surrounding area.

## MLS

Put date/time for Open House info on MLS listing (or ask listing agent to).

*"Before anything else, preparation is the key to success."* Alexander Graham Bell

# SIGNAGE

Where do I get open house signs?



- Purchase from:
  - Local REALTOR® association
  - A local sign printing company
  - Online

If you are hosting an open house for another agent you can ask if they have extras to borrow.

## Sellers prepping for the Open House is just as important!



✓ YES



✗ NO

Providing your sellers detailed instructions on exactly what items they should focus on to prep their home is important.

## Seller Open House Checklist

### Before:

- Curb appeal maintenance check: mow the lawn, pull weeds, blow driveways and sidewalks, shovel snow, wipe down the front door
- Turn on all lights and lamps
- Open all blinds and curtains
- Close all toilet lids
- Put away all dirty dishes
- Remove pets and all evidence of your pets
- Set thermostats to 72 degrees
- Make all beds
- Remove daily items from countertops - baths and kitchen (ex. toothbrush, hair products, dish towels, etc.)

### During:

- Take your "go-box" with you or secure items in a locked safe. Include: small electronics (ex. phone, iPad, etc), prescription medications, valuable jewelry, and firearms
- Enjoy a few hours with your pets/kids out of your home!

### After:

- Check that all of your windows and doors are locked. When the general public is allowed in your home, safety is key.

### Vacant Home Tips:

- Replace all burned-out light bulbs
- Check smoke detector batteries (no one wants to listen to that low battery chirp while they tour your home)
- Confirm home smells fresh (add air freshener and run a/c if needed)

# PROPERTY RESEARCH

KNOW THE HOMES  
FEATURES

KNOW THE  
NEIGHBORHOOD  
AMENITIES

KNOW SIMILIAR  
HOMES FOR SALE  
NEARBY

Have a few on hand & Saved on  
your device

OTHER:

List of Utility Companies, School  
District, County, City, etc.





# MARKETING

GET THE WORD OUT THERE



*"Stopping advertising to save money is like stopping your watch to save time."*

**Henry Ford**



# I D E A S



## ONLINE

- MLS
- Facebook
- Instagram
- LinkedIn
- TikTok
- Newsletter
- Email

## PRINT

- Print Fliers and take door-to-door in neighborhood or subdivision
- Mail postcards to neighbors/subdivision



## SIGNAGE

- Put up directionals ("Open House" with arrows) from main roads leading to open house
- "Open House" sign on the front of the property



# MARKETING RESOURCES

## CONTENT

Silvercreek® marketing has created customizable fliers (you can make this an eflyer and print), postcards and social media posts. Available on the Toolbox under Silvercreek.Media.

Available same day!

## MEDIA

Silvercreek® Media offers you custom content created JUST for you! Fliers, postcards, professionally edited videos, social media posts, etc.

Approx 2-4 day turnaround (varies, contact Silvercreek® Media for more info)

## PRINT

You can also use any local or online print company that best suits you.

Here are some local options:

- CMYK Graphix
- OnIt Marketing
- Bear Printing

YOUR PREPARATION AND PLANNING REFLECT YOUR COMMITMENT.



# PRESENTATION



During the open house, it's important to ask questions and collect the attendees' contact information.

# IDEAS

*Other ways to gather contact info!*

DRAWING FOR A "GIFT"  
YOU PROVIDE

LAPTOP OR TABLET  
OPEN TO BOOMTOWN

SIGN-IN SHEET

BY PUTTING YOUR CONTACT INFO OR LOGO ON "GIFTS" OR GIVEAWAYS YOU ARE MAKING IT A "MARKETING EXPENSE" AND PROMOTING YOUR BUSINESS!

# FOLLOW UP



## CALL

### FOLLOW-UP REASONS TO CALL:

- ANY CHANGES IN THE STATUS OF THE HOME
- COMPS
- LOCAL INFO, ETC.



## EMAIL

### FOLLOW-UP REASONS TO EMAIL:

- THANK YOU FOR ATTENDING
- SEND E-FLIER
- COMPARABLES
- AMMENITIES NEAR BY

# ATTEND OTHER AGENTS' OPEN HOUSES

By attending other agents' open houses you will see what you like and don't like. From there you can tweak your open house strategies!

Another benefit is you can view occupied homes on the market to familiarize yourself with the area.

# QUESTIONS?

*Contact me!*

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