

# Quick Tips for Landing

## A Successful Open House

Open houses are a great way to meet new clients. Why not make your next open house an event that stands out above the rest? Here are a few pointers for preparing for a successful open house.

### **Make it a party and market the house.**

Print invitations to deliver to neighbors and local businesses a few days before the open house. One clever idea is to invite them to a “Pick Your New Neighbor” open house. Ask neighbors and business owners to bring friends and family to the open house so they can help pick out their new neighbor.

### **Prepare.**

Ask the sellers to have the house in tip-top shape for showing.

- ▶ Be sure kitchens and baths are gleaming, beds are made and clutter is picked up.
- ▶ Remove pets from the home and be sure to hide all valuables and medications.
- ▶ Ask sellers to remove personal items, such as family photos, which can make it difficult for potential buyers to visualize it as their own home.
- ▶ Use at least 10 directional signs – add balloons to the first sign and to the sign in front of the house.
- ▶ Remove flyers from the outside – you want them to come inside for information.

### **Have refreshments and light snacks available in the kitchen.**

This will entice buyers to linger and interact.

### **Get help from your lender.**

Ask them to provide a monthly breakdown of what it would cost to own the home with a variety of mortgage options. (Include the taxes in the monthly payment.)

### **Know your facts.**

Preview area homes, know the comps and be familiar with the community and schools. Ask your Stewart Title of Austin sales representative about our great marketing materials for school district information, tax rates, home buyer booklets, relocation information, dining guides, local events and more.

### **Have fun!**

Open houses are an effective, inexpensive way to meet potential buyers, sellers and local businesses. Hold an open house during lunch hours, late afternoons between 4-6 p.m. or set up a mobile office in a vacant house and hold it open daily and conduct business from there. The more open houses you have, the more people you will meet.

