



Nail your next open house with these 8 tips

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Did you know that 50 percent of homebuyers say they [visit open houses](#) as a part of their home search?

Online house tours can whet a homebuyer's appetite, but nothing takes the place of an in-person visit. Even if visitors don't end up loving the property, you may be able to land them as a client.

Want to knock your next open house out of the park? Start by reading these 8

helpful tips:

1. **Choose the right time:** Weekend open houses often work best if they're held when the home first goes on the market, according to [Angie's List](#), because they help you capitalize on the "newness factor." To draw the biggest crowd, try to avoid days when you'll be competing with major sporting and other local events.

2. **Market the event online and off:** Focus on reaching local real estate agents and potential buyers through online forums such as your blog, social media, and websites like Realtor.com, Zillow and Trulia.

Also, don't rule out tried-and-true methods, like spreading door hangers, fliers, and open house signs and balloons around the neighborhood: they're still attention-grabbers.

Related: [Make the most of your outdoor advertising](#)

3. **Help sellers prep their property:** Buyers' first impression of a listing is everything. Step up the curb appeal by advising your clients to spruce up their home exterior with landscaping and light painting if needed. They should also declutter and scale back on the number of personal items inside that can prevent potential buyers from picturing themselves living there.

Related: [5 ways to bring new life to an old listing](#)

4. **Organize your handouts:** It's a good idea to have handouts to give visitors or follow-up with an email after the event. Include comparable listings and prices in the area, as well as fact sheets with community, tax and other information. [Realtor[®] Magazine](#) also recommends making copies of the presale home and termite inspection reports, repair or fumigation cost estimates, and a disclosure form (if your state requires one), just in case potential buyers ask for them.

5. **Appeal to buyers' stomachs:** Snacks are a great icebreaker and way to make potential buyers feel welcome. Just be sure to avoid common food allergy items — including eggs, tree nuts and peanuts, and shellfish — and greasy grub that can cause guests to stain the walls or furniture.

Related: [Feeling the heat? 8 open house tips for summer](#)

6. **Welcome nosy neighbors:** Chances are you'll have a few neighbors and casual "lookers" stopping by the open house. This is good news, because neighbors can help spread the word about the property. Take advantage of this by hosting an exclusive neighborhood showing, promoted through fliers and door hangers, before you open the listing to the public.

Related: [How to spot the next up-and-coming neighborhood](#)

7. **Collect contact info:** Ask guests to sign in on a laptop or tablet as they enter, instead of using a sheet of paper, which can prevent people from signing impossible-to-read or incomplete names. Consider using a free app like [Open Home Pro](#), to help you capture leads onsite.

8. **Be safe:** If you're hosting on your own, for safety's sake, consider using apps such as [Real Alert](#) (\$4.99), which has a one-touch call 911 feature, or [Watch Over Me](#) (\$4.99), which will automatically contact your friends and family if you don't check in by the end of your open house. Also, encourage homeowners to remove any valuables to prevent theft, and follow [NAR's 10 Tips for Holding a Safe Open House](#).

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