

8

Tips to a Successful Open House

This exclusive guide from Top Producer® Systems and realtor.com® (both operated by Move, Inc.) will give you tips on how to prepare properly for your next open house so you can start converting your walk-in traffic into REAL business.

Top Producer®

 realtor.com®



Are open houses still worth doing?

According to the latest National Association of REALTORS® Profile of Home Buyers & Sellers, nearly 50% of buyers used open houses as key part of their home search¹. If they do manage to connect with a real estate professional and begin working with them; you lose out if you ignore this segment. Also, those in the neighborhood who are considering selling will likely come to your open to check out the competition. These are compelling reasons to conduct an open house. But it's an investment in time – in staging the open, sitting through several hours there and then following up with consumers in various stages of a moving decision. The intent of this guide is to help make this investment pay off – and give you back a return on your time investment.

¹ National Association of REALTORS®, Profile of Home Buyers & Sellers, 2013

TIP 1 Select the right property



According to Kathleen Kennedy, Principle Broker for Beasley Real Estate LLC, a brokerage in the Washington D.C. market place that caters to the luxury market, open houses work for the high end as well.

“Open houses are important, even in the upper price bracket. Frequently a neighbor or two will stop by and recommend the home to one of their friends or business associates who have expressed an interest in the neighborhood or location. I just had this happen with my \$2.9 million listing in McLean. The neighbor is bringing my brochure to his friends. Hopefully they will call for an appointment to see the home!”

If making up your mind on which home to hold open, obviously well-traveled routes will get you higher attendance from signs. But since most consumers will have mobile searches going while on their open house tour, this is not as big a consideration as picking a popular price range and neighborhood. Make sure your open house stands out on mobile searches as well as on the street. Top Producer® and realtor.com® have several options for this.

Also don't be intimidated by thinking opens are not appropriate for high end properties.

TIP 2

Make your open house mobile friendly!

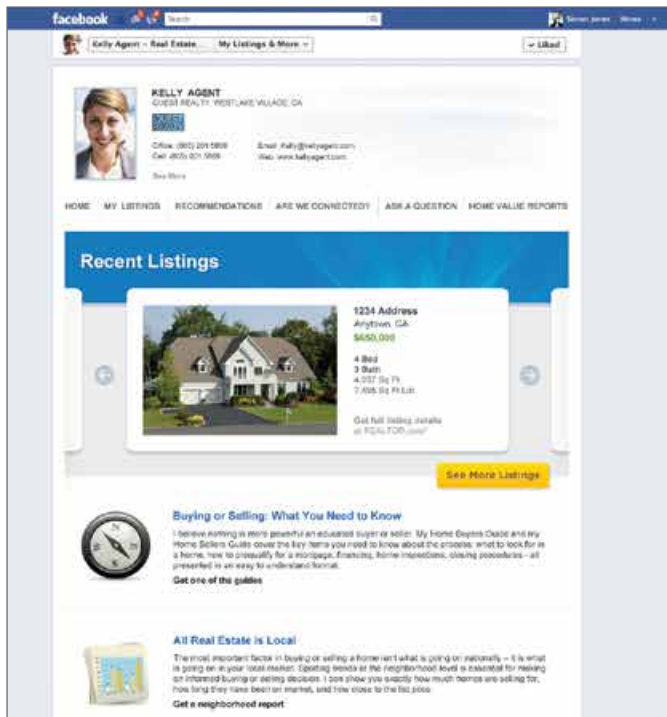


When sellers ask what your mobile marketing plan is, do you have an answer? The realtor.com® free mobile listing builder gives you all the property-specific marketing you need to service your listings on a mobile device – in about 30 seconds. Impress sellers with a complete property-specific marketing system that gives you a mobile site, QR code, property flyer and postcards, in less than a minute. This tool will give you a flyer for your open house and a short URL to distribute so your visitors will have a mobile reference to take with them as they go out to see more opens.

[Get your free mobile listing ▶](#)

TIP 3

Create a Social Buzz with your marketing



Real estate is a social business. Invite your social community to your opens. Distribute your mobile site for the listing and invite your network to your open house. Write a blog post about the open house complete with virtual tours and videos, and share with your social sphere.

Our Social Connections app for Facebook is a real estate oriented Facebook page that is ready to go – including automatic updates of your and the ability to capture leads from it when they inquiry about your listings.

[Add Social Connections App ▶](#)

If you are a Top Producer[®] CRM subscriber the leads are routed directly into your CRM for future nurturing and follow-up. If you do open houses frequently you should have a sizeable invite list from your database. If you have not started building this, now is the time!

TIP 4

Get your Open Houses on public websites



Post your opens on public websites to increase traffic - including realtor.com®. This is a function of the most basic solution on realtor.com®, called ShowcaseSM which allows you to display your listings with your branding, toll free number, post opens, virtual tours, videos and up to 36 photos. Realtor.com® also has a mobile solution within our Digital Advertising Package that may be available in your area. One of the benefits of this program is that it also provides a spectacular open house treatment.

TIP 5

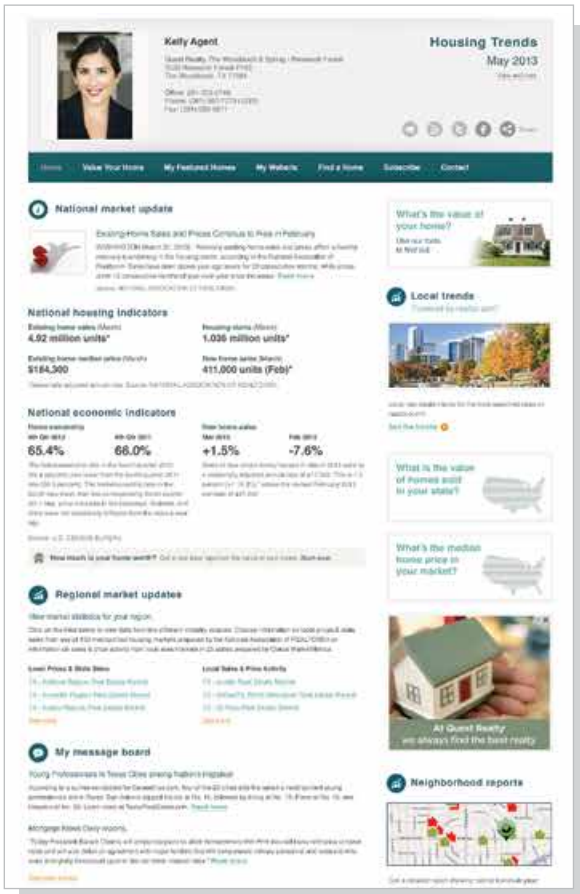
Invite the neighbors for a sneak peek



When you get a listing, you know there are other folks in the neighborhood who are also thinking of selling. And they're going to want to see how homes in their neighborhood compare. Invite them over for a sneak peek. Create a special "neighbors only" event on a special day. Holding an open on Saturday? Invite the neighbors to a special preview on Thursday night. Walk the neighborhood, introduce yourself, and PERSONALLY invite them over. Make sure you have your listing materials ready – including your listing presentation and neighborhood market stats – to showcase when the neighbors stop by, so that when they think about listing their home, they think about YOU. Don't have a listing presentation? Get one free here:

[Get an Online Marketing Plan Presentation ▶](#)

TIP 6 Be engaging



Your sales skills make all the difference. You can't judge the viability of a customer by their appearance so you really need to engage everyone. It is helpful to have something (other than food) to engage on. We have a number of solutions for you to start a good conversation to help you connect with consumers in context of a real estate sale. We offer a free Housing Trends eNewsletter you can use as an incentive to sign in. Use a guest register (like the one included) to sign visitors up. This way your sign-ups are providing regional insights on the real estate market and you have a regular communication started.

Get your free branded e-newsletter ▶



"I love the newsletter! Each month I have it set up to automatically link to my website and my Facebook business page, I love this resource for my clients!"

Marnee Grzebien
Bay Realty, Ltd.

TIP 7 Be the local expert

"I just signed a \$500,000 listing because of Market Snapshot. It has been almost a year since our first contact and of the 5 agents they interviewed during this period, I was the only one who "stayed in touch". With 10 Market Snapshot reports later, listing signed!"



George Belleville
from Keller Williams

Most open house visitors are there because they have an interest in what is going on the market in their area, how the market is doing and what the home down the street is selling for. A brilliant way to address this is using your iPad® or smartphone to make sign-ins mobile on your iPad®. Ask us about the BrightOpen™ app.* This allows you to automatically generate listing alerts, market reports and sold alerts on homes similar to your open. Sign them up with Market Snapshot® while conducting your open house and the follow-up is already scheduled. All you need to do is monitor to see which visitors are checking the market more frequently. This is an indicator of who is motivated to list or buy.



[Watch how it works](#)

*requires a paid Market Snapshot® subscription.

TIP 8 Following-up

"I started with Top Producer® at least 11 years ago. My life is run by Top Producer and I cannot imagine doing real estate without it. The fact that it is integrated into realtor.com® is even better. My 2 biggest sale came as a direct result of realtor.com® and it is one site of choice for friends and family when they move."



Peg Popken
from American Dream Realty

You are servicing your seller by ensuring that you follow-up with every single person who signed up at the open house. Plan your follow-up between visitors. Update your customer database, including notes on the people you met and stow away this for your follow-up in Top Producer® CRM or a similar system. Top Producer® CRM gives you timely reminders and intelligent communications that let you keep in touch with impact. Prospects know they're on your mind and will turn to you when ready to act.



By following these tips and preparing well in advance, you'll be able to turn your next open house into a branding opportunity, a source of convertible leads, and a pipeline of new business in the months to come. Here is to YOU and more productive open houses!

Questions?

Call 866.319.3972

We'd love to help.