

Wednesday



Tours

Helpful Hints for a Successful Tour

Thank you for participating in the Wednesday Open House Tour! We are thrilled to help you build your business. Now that you have made the commitment to hold your listing open, don't forget to market! We organize, create & distribute the tour sheets, but we need you to help get people to attend, just like any other open house.

- ***Request Form*** – Fill out the request form completely and have it **sent in by 1PM the Thursday prior to the Tour**. The information on the request form is **exactly** how it will appear on the tour sheet, even if items are missing. Please type or write legibly. Sometimes it is difficult to decipher handwriting and mistakes can be made. It is helpful if you can attach a MLS sheet with your request.
- ***Time Frame Open*** – For the best results, we suggest that you do the open house from 11 – 1.
- ***Personal Invite*** – This is the number one way to get people to visit your open house! If everyone involved would personally invite a minimum of 15-20 people, we would have better attendance every week.
- ***Advertise it on Social Media!*** Facebook, Instagram, Twitter, Linked In etc. Every week, we post the tour on social media so make sure you are connected with one or all of our team members so that you can share. Also, post your individual listing and indicate that it is open on Wednesday. (You are welcome to tag us and your sponsor, we are all happy to share the post for you!).
- ***Make sure your house is visible*** with balloons, flags, directional etc.
- ***Ask an affiliate to help you sponsor*** (Title, Lender, Ins Agent, Inspector, Designer, Builder, etc) Most affiliates are happy to help you with food or a door prize and ask them to help you get visitors there as well. The more people that are involved, the better attended it will be. If you need a sponsor, call one of our team members!
- ***Lure them with Food & Door Prizes*** – never hurts! ;) People love to eat!
- ***Ask the Agents in your office to Tour*** - Send out an email blast, distribute flyers and talk about the tour in the Sales Meeting. Also, make sure that all of the agents in your office are on our weekly distribution email. If you are not sure, email br@nolalending.com to be added to the distribution list. **Note:** We are available for sales meetings to explain the details of the Wednesday Open House.
- ***Feedback*** – Get feedback from all attendees. This will help you more efficiently communicate with your seller.
- ***Reciprocate with One Another*** - Encourage Visitors to view the other homes on tour that day. It's a good idea to print a few Open House sheets for visitors.

Homes have sold as a direct result of the Open House. Help us help you make the most of your time! We are all here to assist you!