

# OPEN HOUSE

*Essentials*

## From Marketing, to Showing Up Ready

with Jen Amundson



This class walks you through every step of hosting a successful open house--from strategic marketing to confidently welcoming guests at the door. Learn how to attract the right audience, promote your open house effectively online and offline, and prepare the property so it shows at its absolute best.

We'll cover :

- ✓ Pre-open house checklists
- ✓ Signage and materials
- ✓ Conversation strategies with visitors
- ✓ Best practices that turn traffic into opportunities

Whether you're hosting your first open house or refining your approach, this class will help you show up organized, professional and ready to convert interest into results.

# WEDNESDAY, JANUARY 21, 2026

## 4:00-5:00 PM

407 S 3rd St # 114, Geneva, IL 60134

**kw INSPIRE**  
KELLERWILLIAMS.



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