

Keeping you IN THE KNOW

10 TIPS FOR A SUCCESSFUL OPEN HOUSE

PROMINENT
ESCROW SERVICES

1 SELL IT!

- Have professional photos taken of the property, write a detailed description of the property and you may want to consider having a drone video done of the property as well.
- Advertise! At broker previews, in the neighborhood and online via social media, single-property website.
- Host the open house the same day the listing hits the market.
- Make sure to know the neighborhood market data before hosting your open house.
- Attach balloons to each open house sign. Find the busiest intersection closest to your home to place open house signs every few blocks until you end up at your listing.

2 A GRACIOUS WELCOME

- Greet each buyer with an up beat welcome, get to know them, find out what they are looking for, and be honest with meeting their needs when showing the home.
- Have a note thanking buyers for coming by next to a guest sign-in book or sheet with a pen and bowl of wrapped candy or other treats near front door.
- Don't presume visitors will remove their shoes, if your client has religious or cultural reasons that mandate it you can request visitors to remove their shoes.

3 CHECK THE TEMPERATURE

- It's best to set the home at a comfortable temperature when entering the home. Set thermometer at least two degrees above normal; this prevents unit from turning on and off when buyer is present.

4 CREATE A MOOD

- To help set the mood turn on soft music on each floor or depending on the season light the fireplace.
- If there are water fountains or features in the exterior, use them to help set the mood throughout the home.

5 PLAY DOWN THE SCENTS

- Many people are allergic to scents and deodorizers, both natural and synthetic: Stay away from air fresheners, burning scented candles or putting spices on the stove.

6 PRESENTATION

- Have full-color flyers on display with quality photos and reasons for a buyer to purchase.
- Depersonalize the home: Have all family photos, diplomas and similar items put away. Buyers want to imagine themselves in the home not see who lives there already.
- Don't forget curb appeal! Make sure the exterior of the property is clean.
- Remove all vehicles from the driveway. Ask your neighbors to help out by not parking in front of the home during open house hours.

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7 PLAY UP THE VISUALS

- *Let in the light! Open all the drapes, blinds and window coverings and turn on the lights in the evening.*
- *Create a board of seasonal photographs of the property so buyers can see what the home looks like throughout the year. (This is especially helpful to showcase outdoor entertaining features.)*

8 MAKE NOTE OF FEATURES

- *Place note cards in rooms and on home features that provide further information the buyer might miss or not know about. These will help point out special features or the history of older homes.*
- *Use note cards to let buyers know that particular item is not included in the sale. This can also be an advantage if the seller wants to include any items in the sale.*
- *Place note cards at locations that shouldn't be opened/entered such as rooms, basements or drawers.*

9 TOP IT OFF WITH FOOD

- *The best way to entice buyers to linger, notice more details and ask more questions is to offer them food! Serve refreshments and allergy conscious snacks, finger sandwiches, and desserts. But avoid sticky treats.*

10 ENCOURAGE FEEDBACK

- *In one or two places (including where you will be stationed in the home) leave pens and pre-printed questionnaires about the visiting buyer and home.*
- *Personally ask each buyer if they would consider buying the home and why. Positive and not-so-positive comments are always useful feedback.*

- *Have an ipad or tablet on hand with the property website, more info and photos of the home uploaded onto it. This shows potential buyers and the seller your wide range of online marketing.*
- *If the buyer would like to receive more information, property reports or disclosures you can email them directly from the tablet. This quickly opens a line of communication and solidifies their interest. But in respect of their privacy remind them that they can opt out of any unwanted emails at any time or you can email their agent instead.*

BONUS

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