

#### How to know when you should hold an open house or not:

Don't Hold an Open House 🧒
If homes in the neighborhood look the same
The home is a fixer-upper
The home is far from busy roads or is hard to find



### When to hold an open house:

#### **Ideal Day:**

Anytime is a good time to hold an open house but weekends are ideal with Sundays having the highest success rate.

#### **Ideal Time:**

**Big city areas:** Earlier 11am – 3pm **Suburbs:** Later 12pm – 4pm

#### Where to post your open house:

















# Making the most of an open house?

### **Before**

Send out invitations

Utilize social media to post about the event

Visit with neighboring homeowners

Create a sign in sheet for all guests to fill out

# Day Of

Utilize Open House surveys provided by Providence Title

Provide flyers featuring the home's information and your information

Provide branded gifts for guests to take home

Use unique and memorable themes to attract guest's attention

# **Day After**

Post pictures of a successful event on all platforms

Send "thank you" texts and emails following up with guests

Inform seller with any feedback of the event

# Staging your open house:

#### **Bedrooms**

- · Make all beds
- Declutter closets
- Put away personal items
- Turn on all the lights
- Open all blinds

# **Living Areas**

- Clean/declutter counters
- Put away personal items
- Remove magnets and declutter refrigerator
- Clean bathroom and leave toilet seat & lid down
- Turn on all the lights
- Open all doors fully
- Open all blinds
- Hide any pet items such as litter boxes, feeding bowls, beds, etc.
- Light a subtly scented candle
- Set out refreshments
- Turn on soft music

### **Outdoors**

- Mow the lawn
- Make gardens and shrubbery presentable
- Power wash exterior for a clean appearance
- Clear pathways
- Consider having windows professionally cleaned
- Install open house signage inviting guests to come inside

