

HOW TO HAVE A SUCCESSFUL OPEN HOUSE

EVEN IF NO ONE SHOWS UP



**OPEN
HOUSE**



Important Note: Always take precautions and practice Realtor Safety for showings and open houses. You don't need to ever show anyone online that you are alone in a house. Always try to have a partner or buddy system.

One Week Before

- Get your client's permission to use their wifi and make sure the connection works before the big day!
- Property Address: _____
- Wifi name: _____
- Wifi password: _____

15 Minutes Before Your Open House

- Are all the lights on in all the rooms?
- Are there exterior lights you can turn on?
- Are the curtains pulled back to let the sun in?
- Are your open house signs clearly visible outside?
- Do you have a batch of cookies baking in the oven?

5 Minutes Before Your Open House

- Go through the house with your camera, smartphone or tablet and create a brief (30 seconds?) video of you walking up to the house. Be sure to:
 - State Your Name
 - State Your Agency's Name
 - State the Address of the Open House



[hello askforliz.com](http://helloaskforliz.com) _____

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- Include a nice shot of the exterior
- Include yourself walking up to the door and opening it
- Let people know they can stop by or send you questions via your Facebook page or Twitter.
- State the exact website addresses of the social media accounts you want them to go to

30 Minutes In To Your Open House

- Walk through the house with your phone camera on the video setting and take a slow walk around the house, describing it as if you had buyers with cash hanging out of their pockets and a pen in their hand right behind you.
- Upload to your YouTube or Facebook account.
- Once you've uploaded the video, create a post that says something like "Hey! Did you forget about my open house today? There's still time to come by."
- Go to Google Maps and put in the address. Add that link to your post above.

60 Minutes In To Your Open House

- Find the best feature of the property. (Is it the backyard pool? An extra large master suite?) Grab your phone again and video it and upload to Instagram and Twitter.
- On Instagram or Twitter, add a teaser and tell folks if they want to see the entire property, go to your Facebook or YouTube page.



90 Minutes In To Your Open House

- Go to your Facebook page and create a post to let people know that you're online for the duration of the open house, and if they can't make it you're happy to answer questions about the property on Facebook.

Example: "Hi! I'm here at the #openhouse at 111 Main Street, Yourtown, USA until 4pm today. If you can't make it but have questions about this home, post them as comments below and I'll answer them while I'm here. "

- Go to Instagram and comment on your post from earlier and let people know you're taking questions about the property on Facebook and be sure to put in your Facebook link (even though they can't click it).
- Go to Twitter and send out a tweet with your Facebook link that says you're taking questions about the property on Facebook.
- If no one has asked you a question about the property, grab your phone again, and this time call a friend. Ask them to go online and tell them what question you want asked. Make sure it's a question that you have a very long and interesting answer to.



Although that might seem a bit devious (ok, well, it is a little), many people don't want to be the first to ask – anything. People are hesitant to ask a salesperson anything, but if they see others doing it, it makes it easier for them.

15 Minutes Before You Close The Doors

- Go to your Facebook insights, your Twitter analytics, your YouTube channel and to your Instagram account and record every like, page reach, and impression.
- Count them up and then let your sellers know that even though no one may have come through the front door physically, 500 (or how many you counted) people saw their home today.

