



# THE PERFECT OPEN HOUSE

Whether you're a new agent or a seasoned agent, here are some handy tips to ensure your open house is a successful one.

## MONDAY

- Identify your desired property
- Pick a day and time
- Conduct area market research



## TUESDAY

- Create flyers for the home (optional-partner with a lender)
- E-mail your sphere
- Invite 2-3 FSBO's in the area
- Invite 3-5 expired listings in the area



## WEDNESDAY

- Start a digital ad with CB Boost
- Post open house details on social media (consider a video!).
- ★ **BONUS!** Create an event on FB
- List your open house on the MLS



## THURSDAY

- Invite neighbors and walk the neighborhood and hang door hangers or hand out info



## FRIDAY

- Put sign in front yard announcing open house
- Post on social media again



*Today's the day!*

## OPEN HOUSE DAY

- ✓ SHOW UP EARLY AND BE PREPARED!
- ✓ PUT OUT 3-5 SIGNS IN AREA
- ✓ BRING TREATS
- ✓ TAKE BUSINESS CARDS, OPEN HOUSE MATERIALS AND MARKET DATA



Welcome!



OPEN HOUSE

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