



2014 REALTORS® Open House Weekend



June 6 - 7

How to Market Your Open House

By: Angela Colley of REALTOR.com

Having an open house is all about bringing as many potential buyers into your home as possible. The key to pulling it off may be how you and your REALTOR® market your home.

Tried and true methods like making chocolate chip cookies or putting up signs certainly work, but they should not be all you do, according to Rick Teed co-founder of the agency TeedHaze in San Francisco. To have a truly successful marketing campaign, you will have to think modern and work with your REALTOR® to reach prospective buyers both online and off-line.

Reach Buyers Through Photos

Today's REALTORS® have several advertising options. Between magazines with full color ads, real estate agencies' websites and listing sites such as realtor.com's For Sale section, there are more places than ever before to show off your home. Unfortunately, it can also feel like there is more competition than ever before. High quality photos of your beautifully staged home are the best way to make it stand out in the crowd both online and in print. Aim for well-lit photos showing off the best parts of your home. Not sure which rooms stand out? Ask your REALTOR®, who know a thing or two about marketing on multiple platforms.

Take Buyers Inside With Video

A short video can go beyond your pictures and really tell prospective buyers why they should visit your open house, but just walking through your home with the camera recording may not be enough.

"The key to the whole thing is how you shoot the video," Teed said. While he recommends hiring a professional videographer if you're not familiar with filming, you can also pull it off with your REALTOR®'s help. While you film, ask your REALTOR® to "stand on the other side of the camera and talk" or vice versa, he said.

Use Social Media

Teed says posting on social media is a must when you're planning an open house. Your REALTOR® can post an invite to your open house on their professional social media networks, but to make the most of the deal, go ahead and advertise for yourself as well. Post links to your posts on sites like Twitter and Facebook to reach out to your friends and family. They may know someone in the market.

Create Welcome Pamphlets



www.COAR.com/openhouseweekend

Central Oregon
Association of REALTORS
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A welcome pamphlet to everyone can help sell your home and the neighborhood as a complete package. Be sure to include positive things like the low crime rate or good schools in your area, the original hardwood floors in your turn-of-the-century bungalow, or the space in your backyard large enough for an in-ground pool. And add the photos you used for your ads to make the information pop.

While many Realtors will recommend you spend the day away from home, your Realtor will also be happy to pass out any pamphlets you've worked on, or you could leave them somewhere potential buyers can pick them up themselves, such as near the front door or in a living area like the kitchen.

Sell Your Neighborhood

You may think you are selling your home, but real estate is really a lifestyle business, according to Teed. If your home is in a great neighborhood, go ahead and brag about the many perks nearby in your ads, on social media, in your welcome pamphlet and to potential buyers that arrive for your open house.

To get started, ask your REALTOR® for a profile of your neighborhood. Your REALTOR® has loads of information about the area you live in that you may not even know. Then, as Teed says, get to know "the lifestyle in your neighborhood." The better you can explain the neighbors, the children's activities and the businesses, the more likely you are to attract a buyer.

Step 1: Walk Through Your House With Your REALTOR®

Step 2: Repair and Update Your Home Before an Open House

Step 3: Declutter Before Your Open House

Step 4: Step Up Your Curb Appeal

Step 5: Stage Your House For Selling

Step 6: Make Your Home Spotless for Selling

Step 7: Go Above and Beyond For Your Open House

Step 8: Market Your Open House

Buyer's Perspective: What To Look For At An Open House

