



OPEN HOUSE MANUAL

Open Houses are encouraged for San Jacinto Properties agents but not required. They serve two purposes: 1) to keep your seller happy by showing that you are putting in the effort to market and sell their home 2) to seek out buyers who are looking for homes but may not be represented by an agent yet.

Here are a few guidelines/tips that you need to consider when setting up your open house

- Schedule the open house as far in advance as possible to give the seller time to make plans to have the home cleaned and ready and to give yourself time to market the open house
- Advertise the open house on HAR.com by setting up the open house in your MLS listing. Be sure to add as much information as possible (date, times, refreshments, giveaways, etc)
- Advertise your open house on as many social media portals as possible before the day and during the open open house to draw as much attention to it as possible. No one wants to host an open house and have no one show up.
- Prepare some nice color flyers of the home for potential buyers when they come in. First impressions are important. Have your photo and contact information on the flyer and have plenty of business cards available as well
- It may be beneficial to run a list of area homes available and a CMA and bring it with you in case buyers have questions about neighborhood values and availability (DOM). Be careful not to compromise your seller's listing by showing similar listings that may be a better deal. If the buyers are not interested in your listing it's ok to share information about other listings or to contact them later about showing them other homes as their buyer's agent. But remember who you represent first at your open house.
- It's a good idea to bring some kind of food and drinks for buyers as they arrive at your open house. Simple things like cookies, candy, fruit, cheese are easy to bring and not that expensive. Always bring bottled water in a cooler and if you want, bring coffee or some sodas (coke, diet coke, sprite, Dr.Pepper) in cans or the mini plastic bottles. Do not bring alcohol to a public open house.
- Be sure you have plenty of OPEN HOUSE signs with arrows to put out that point the way to the open house. At least 5 OPEN HOUSE signs are needed to let people on the main streets know where you are. Use as many as possible. **If you don't have your own signs, we have plenty for you to borrow at my home office on Somerton.**
- Balloons out front are helpful in drawing attention to the house. **I also have a OPEN HOUSE flag banner that you can borrow as well as individual OPEN HOUSE letters that you can stick into the ground. I have fold out tables and a black custom fit table cover along with a custom San Jacinto Properties runner that goes on the table and displays our logo.**
- Bring your laptop or a tablet/iPad that has WiFi in case you want to show the buyers something on HAR.com or if you want them to see your web page. You can also set up a custom slide show with music to play on a loop during your open house for the buyers to see.

- Be prepared to have the BUYING A HOME information from our web page to hand out to buyers. Many buyers are first time home buyers or haven't bought a home in a long time and need some information about how the process works. It's ok to have a list of preferred lenders and inspectors as long as you have at least 3 of each on your list.
- Do your homework on the home and the neighborhood. If they ask you questions and you don't know the answers they will wonder why they need your help. You are the expert so study the details of the home (age, amenities, repairs, upgrades, etc). Also, research the neighborhood and know the schools, shopping, parks and any other important landmarks nearby that would be of interest to the buyer.
- Use the sign-in sheet but don't pressure buyers to sign or give their contact information. If they are uncomfortable signing in just ask them for their first names and write them in yourself. Ask them if they will take 2 minutes to complete the feedback survey while they are looking at the home or before they leave. Give them something for doing it like a \$5 Starbucks card (bring 10 of them with you). You can even get custom Starbucks gift cards made on their website.
- If at all possible bring someone with you to the open house the entire time. This is a safety issue and also is very helpful in putting out and taking up the OPEN HOUSE directional signs before and after the open house. Be familiar with all the exits in case you need to get out of the house quickly.
- Park your car where it cannot be blocked in by someone. Again this is for safety reasons in case you need to get away quickly. Use your car alarm as to draw attention to the house if you feel you are in danger.
- Bring pepper spray or if you are licensed to carry, bring your gun. Hopefully none of us will ever be in a situation where we would need to use a weapon, but be prepared for the possibility.
- If you must do the open house alone, be sure several people know where you are and what time to expect you back. Have a predetermined check-in time to call me or your spouse or a friend so we know you are ok. Consider using an app such as Life360 so that you can be tracked and also have a panic button. Or, consider doing a live Facetime or GoToMeeting with someone at home or the office so they can see you on camera at all times.

