

How to Hold an Open House

Holding a seller's house open for the public to take a look can be rewarding to the sellers and the real estate agent.

First off, give the seller's good advice by telling them to "declutter" the house. They may need to rent a storage unit and take extra "stuff" to the house to make the house more attractive and to make the house look larger. Clutter makes a home look smaller. That is just a fact.

The house should be clean, beds made, bathrooms sparkling and the yard as neat as the interior of the house.

Let the homeowners know they can leave during the open house and you will give them a full report after the open house.

Choose a house that is priced right. Make sure you have chosen a house that is easy to find by GPS. Have a directional signs into the neighborhood to the house.

Put the house in the neighborhood paper advertising it open on Saturday or Sunday.

Let neighbors know you are holding this address open and invite them to bring their potential neighbors by and preview this listing.

When you arrive at the property, turn on lights, open drapes and perhaps bring fresh flowers to put in the entry or kitchen table. Baking cookies, bread or a good fragrance candle burning will make the air fresh, warm and inviting and cover up any stale odors in the house.

Have a guest book for registration of the guests. Have your name badge on your professional attire, have your business cards available and be prepared to discuss this house.

Brochures, net sheets, mortgage calculations on approximate down payments, monthly mortgage payments are all good tools to help any potential buyer who comes through the house to preview. Buyers always want to know "what would the down payment be", "how much are the monthly payments", "what are the closing costs"?

Be prepared and remember your goal is to sell this house. If this is not the house they are looking for, have a couple of other properties in mind that would be in the same price range as your open house.

Turn off the lights and lock up the house. Treat the seller's house as though it were your own.

Give the seller feedback from the prospects comments on the open house.