



My Town Gurus

No One Knows Your Town Like A Guru

MyTownGurus.com

FREE Open House Checklist

Open House Instructions for FSBO's from Your Real Estate Town Guru

Selling your home can and should be a rewarding experience for you and your family.

An Open House can bring a potential buyer to your home and help get the word out about your property being for sale. Running a successful Open House can be difficult. So Your Official Real Estate Town Guru has some tips to make the process easier and more successful.

- 1. Use a Yard Sign.** A yard sign announcing an Open House can attract potential buyers that are looking for homes for sale in your neighborhood.
- 2. Make Your Yard Sign Stand Out.** The addition of a couple of balloons and a rider stating the hours of the Open House can make a big difference in your success.
- 3. Use Directional Signs with Balloons.** Directional signs with balloons announcing the open house should be placed at all major roads within a mile of your home. Make sure they are easy to follow.
- 4. Use Flyers, Evites, Social Media and more.** If you want people to come to your Open House, they need to know about it. Create a flyer and post it everywhere in your area that you can. Create invitations on social media and invite everyone you know. Encourage friends to invite people. Post the Open House on websites including Craigslist and Backpage. Ask your Town Guru to put your Open House on their website and social media pages.
- 5. Canvas your Neighborhood.** Hand out flyers to at least 100 neighbors and anyone else you may think may have an interest in homes for sale in your neighborhood.
- 6. Use Your Phone.** Get on your phone and remind everyone that you have spoken to about the Open House. Don't forget to invite your Official Real Estate Town Guru.
- 7. Provide Refreshments.** Nothing brings people through the door like food. Advertise that there will be food and increase your chances of more people attending.
- 8. Use the My Town Gurus Realtor® Safety Checklist.** Remember, you are letting strangers into your home. Ensure that you keep your family and home safe. **Remember, there is nothing more important than your safety and that of your family.**

Best of luck with your Open House!

I hope you've found these Open House tips helpful and invite you to share them with friends who may also be trying to sell their homes.

As a real estate professional, these are just some of the ways I can help you sell your home faster and for more money. From getting more buyers through your door to the successful negotiating on your behalf with buyers to ensure that you get the highest dollar for your investment in the shortest possible time, I hope you'll consider me a resource you can count on and an advocate you can trust. Should you ever consider choosing a real estate professional, I hope you'll call me first!

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