

Stand Out

with a Fresh Approach to Your Open Houses

Announce your event — Get your open house in front of more faces!

BONUS: Every postcard purchase comes with a free mailing list.

Put together quality leave-behinds

Offer handouts that don't end up in the trash! Order your favorite recipe postcards or home maintenance postcards and give them to attendees. They'll keep it for the tips and remember you for the bonus handout.

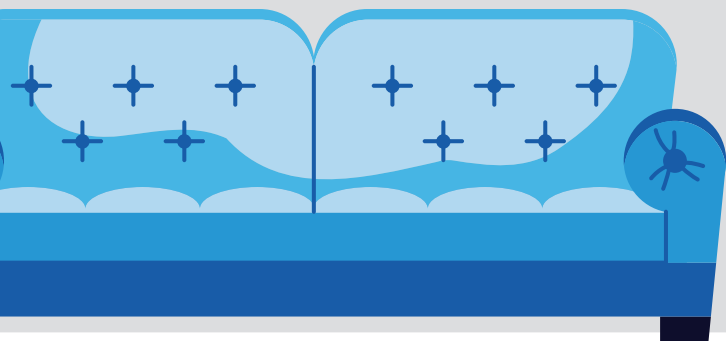
BONUS: Your photo and contact information will be close at hand!

Leverage eye-catching signage

Place directional signs on major intersections and near the home and ensure your branding (name, logo, phone number) is visible. You can also use banners, balloons or flags to grab attention.



If budget allows, hire a professional stager — Bring in professionals who will arrange furniture to maximize space, add their designer decor touches and create an inviting atmosphere.



Hand out business cards — Order now so you don't run out. If you've recently updated your headshot, make sure to update your photo before ordering. We can help!

Plan for engagement and questions — Know the home's key features and selling points. Be ready to answer common buyer questions (HOA fees, taxes, local schools, utilities). Provide financing options and connect buyers with a lender if needed.

BONUS: This is a great opportunity to partner with your local lending company.

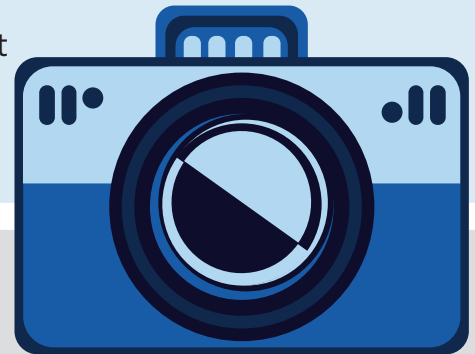


Order catering — Get potential buyers to linger longer by offering light snacks and refreshments.

Have a check-in system — Use a sign-in sheet or QR code to collect contact information. Offer a giveaway (gift card or raffle prize) to encourage sign-ups.

Consider a photographer

Have a few on standby so you're not caught without their professional help.



Create an inviting space — Offer to help your homeowners clean or stage their space for more impact. Consider fresh flowers or a simmer pot on the stove for a fragrant welcome.

BONUS: They'll remember your generosity when they're asked to refer an agent!