



HOW TO CONDUCT A SUCCESSFUL OPEN HOME

This has to be the most important part about having an open home. You should be advertising your open homes a week in advance. Here are some tips:

- Open home times displayed on the signboard - if you don't have a sign installed on the property you should get one erected ASAP.
- Place an ad in your local newspaper and OFI section
- Display open home time on all online advertising portals - 86% of buyers now look online to search for property, use this to your advantage!
- Letter Box drop A6 open home Invites to the neighbours. The neighbours love to have a sticky beak to compare their own properties to the one that is for sale. This is also a good way to introduce yourself to potential sellers and let them know what is happening in the property market.
- Open home social media tiles with the link to view the property details on your own website.
- Domain E brochures - these are a great marketing tool to directly target potential buyers looking in that specific suburb.
- Try to have your open home around the same time as other open homes in the area as most potential buyers will swing in to have a look while they are out and about.
- Call your leads and invite them to your open home, even any agents you know that work in that suburb that would be willing to conjunct on the sale with you.

Although online & digital advertising is key, remember old-fashioned methods, too like;

- An ad in a community newspaper.
- An ad in a local newsletter.
- Even postings on a popular store or coffee shop bulletin board.

CAMOUFLAGE YOUR FURRY FREINDS

One of the most common complaints from potential buyers at an open home are signs you share your home with a pet. Pet smells or stains can actively turn someone off your property.

- Deodorise your property to remove the smell of your furry friends.
- Remove any litter boxes or droppings from the yard, and give your pets a vacation during inspections.

Of course, you've cleaned and decluttered your house and made it camera-ready before you even put it on the market. But you can make some special preparations for the open house itself:

- Put out as many open home directional signs that your local council allows 30 mins prior to open.
- Let in the light: Draw back curtains and blinds to bring in as much as light as possible.
- Keep an eye on the weather and heat or cool your home so it's optimal when potential buyers walk through the property.
- Remove all vehicles from the driveway.
- Serve refreshments and snacks.
- Have a welcoming fragrance with a candle or diffuser
- Have soft music playing throughout the house.
- Safety: You should take care to remove and protect anything precious or valuable before you open your house up to strangers – just in case one of them is light fingered.
- Have the paperwork ready! It pays to have all the information a visitor might want prepared.

Coordinate with the seller to have them head out for a while the property is getting inspected, you should leave potential buyers to wander the halls unencumbered and relaxed.

INTERACT WITH VISITORS

Be upbeat as you greet each person who enters the home. Find out what they're looking for and, if possible, show them why this property will fit those requirements. Make sure to have all visitors sign in and ask them if they would like to be on your newsletter list so they can be informed of the property market and any other properties that they might be interested in.

Get feedback! Ask buyers what they think of the property and if they would consider buying it. Many people will be noncommittal but sometimes they might decide to write an offer. It happens more often than you would think. At the very least, you might pick up some useful info about the impression the property is making.

Always follow up with the clients after they have walked through the open home!

WHEN SHOULD YOU NOT HOLD AN OPEN HOME?

- Bad weather - rainy days most people don't want to go house hunting.
- Road closures / Public holidays / Events.
- The property is too far off the beaten path, or perhaps in the center of a complex that is hard to find.

BELOW ARE EXAMPLES
OF BROCHURES & FLYERS YOU
SHOULD HAVE DISPLAYED AT
EVERY OPEN HOME



OPEN HOME REGISTER

Name: _____ Date: _____

Mobile: _____

Email: _____

How did you find out about this property?

Newspaper

Internet

Sign board

Email

Would you like to be contacted on similar properties?

Yes

No

Would you like a FREE no obligation current market appraisals on your property?

Yes

No

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OPEN HOME REGISTER

Name: _____ Date: _____

Mobile: _____

Email: _____

How did you find out about this property?

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Would you like to be contacted on similar properties?

Yes

No

Would you like a FREE no obligation current market appraisals on your property?

Yes

No

PROPERTY FACT SHEET

PROPERTY ADDRESS: _____

Property Size	
# Of Bedrooms	
# Of Bathrooms	
# Of Car Spaces	
Year Built	
Council Rates	
Water Rates	
Type of Appliances	
Air Conditioning	
Rental Price	
Price	

NOTES: _____

OFFER TO PURCHASE

Property Address: _____

Full Legal Name: _____

Full Legal Name: _____

Address: _____

Mobile Phone: _____ Mobile Phone: _____

Email: _____

Offer Amount: \$ _____

Deposit Amount: \$ _____

(Payable within 5 days from date of official contract)

Subject to finance? Yes No

How many days would you like? 7 14 21

Subject to Building & Pest? Yes No

How many days would you like? 7 14 21

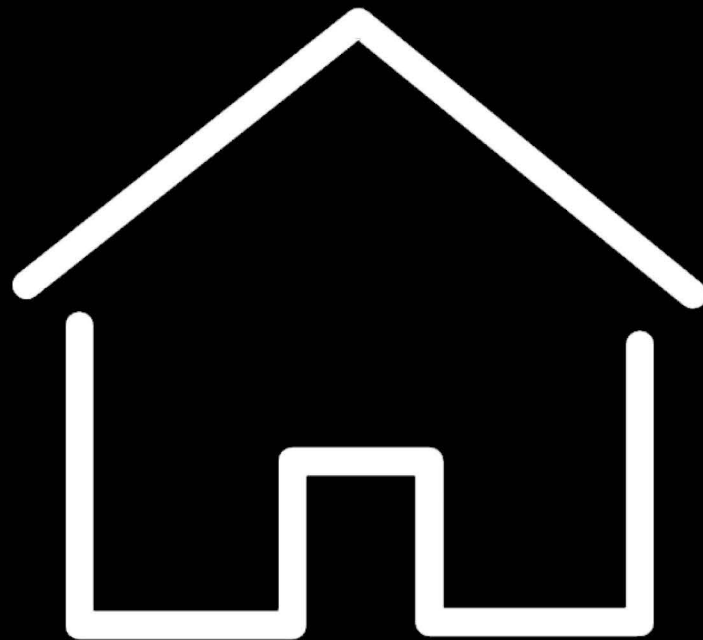
Settlement Date: ____ / ____ / ____ OR 30 45 60 90

Special Conditions: Subject to Sale

Subject to Settlement

Notes: _____

WELCOME
—— TO OUR ——
OPEN HOME



LOOK AROUND, ASK QUESTIONS
.....
SEE YOURSELF LIVING HERE

FALL IN LOVE & MAKE AN OFFER

hero shot

left image

middle image

right image

FOR SALE

HEADING

3 BED | 1 BATH | 2 CAR

Short paragraph about the property (2 - 4 sentences is best) OR bullet points. Short paragraph about the property (2 - 4 sentences is best) OR bullet points. Short paragraph about the property (2 - 4 sentences is best) OR bullet points. Short paragraph about the property (2 - 4 sentences is best) OR bullet points. Short paragraph about the property (2 - 4 sentences is best) OR bullet points. Short paragraph about the property.

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