

The Open House

The Open House is a great opportunity to gauge interest in your property!

To get a feel for how Open Houses in your area work, it's important to go and see some for yourself – you'll find it's not rocket science!!

Here are some tips for making it a productive and enjoyable experience:

TIPS

► Preparing for the Open House

- Get your home in tip-top shape! (see our Guide to Preparing Your Property For Sale)
- Make sure the temperature inside is comfortable (warm in winter, cool in summer) - and ensure the house smells clean and fresh.
- Get someone to temporarily take care of any pets as some buyers may be allergic or intimidated by animals.
- Print off some copies of the Remoov Visitor List (page 3 of this guide), and attach them to a clipboard. (don't forget a pen!)
- If possible, wear business casual or smart casual clothes. You don't need to wear a suit – but dress smartly.
- Have your brochures ready, and place them somewhere easy to obvious and easy to find for purchasers – the kitchen bench is usually a good option – or a coffee table? (note if your brochures aren't ready for your first open home - don't worry! This is normal - tell buyers they'll be ready in time for the next one).
- For apartments, place a note on the building entry giving potential purchasers directions to the apartment (and a guide on how to use the intercom if required) – an example is as follows:

OPEN HOUSE / INSPECTION

Apartment 6/1
11:00am – 11:45am
Saturday 25th

Dial 306 on the intercom to gain access to the building.

Take the lift to the third floor.

Regards
Mary - 0410 XXX XXX
David – 0410 XXX XXX

- 5 minutes before the Open House commences, open your front door and stand next to it and wait for purchasers to arrive.

► During the Open House

- As purchasers arrive – greet them with a smile and ask them for their name and contact number. Write these into the Remoov Visitor List- you'll need them later!
- Be happy and friendly!
- If you have a second person available, they should stand inside the house – perhaps near the brochures. This person should also greet passing buyers, and can answer any questions potential buyers may have.
- Allow potential purchasers to view the home at their leisure. Answer any questions they may have about the home, and gauge their interest, but avoid following them through the house (and don't leave the front door in case you miss getting the details of a potential buyer!!).
- Be prepared for the question: why are you selling?
- If anyone wants to make an offer to buy your property during the open house (this is extremely rare), see our guides to Negotiation, and Closing the Sale.

► Some useful things to know!

- Get an idea of public transport i.e. where certain bus stops are in proximity to the property.
- Be aware of the location of schools and preschools in your area.
- Have an idea of the good cafes restaurants and pubs in your vicinity.
- If having an inspection on a weekend, suggest to buyers popping down to a local café for a coffee so the buyer gets a feel for the area.
- Know where supermarkets, bakeries are – as well as parks and pools.

TIPS (continued)**▶ After the Open House**

- After the Open House it's very important to contact all the people who went through your property.
- From the Remoov Visitor List, call each person and identify yourself. For example "Hi John, this is Stacey calling with regards to the open house you went to at number 9 Smith Street on the weekend. I'm just calling to see what your thoughts were".

- Good times to call are:

for Saturday inspections - Monday mid morning or early afternoon;

for mid-week inspections - the following day mid morning or early afternoon.

It's very simple - agents do this all the time. It gives you a great way of determining interest in your property - and to get buyer feedback on things including price, buyers' perceived value for money etc.

- If a potential buyer seems interested, you could ask them if they have any additional questions or if they would consider making an offer on the property.
- If they have ruled out the property, ask for what reasons as they may assist in you successfully selling your property to someone else.
- If a potential buyer says something negative about your home, don't take it personally - in fact the more information you have the better!
- If you've had a small turnout at an open house - was there an event on the weekend? Is the market slow at the moment? If it becomes a trend - go to some other open homes of similar property's and compare their turnout to yours. Perhaps there is something about your home or price that is quelling buyer interest.

▶ Fielding calls from prospective buyers / replying to buyer emails

- Check your email daily and reply to any queries promptly.
- Ensure you have voicemail on your phone so buyers won't miss you if they call.
- If possible, mention the property on your voicemail so potential buyers don't think they have the wrong number.

▶ Individual appointments

- If you have a number people interested in viewing your home, have them come at the same time - this will create pressure and competition amongst the buyers.
- Schedule your appointments so you never make the buyer feel rushed. Always leave enough time.
- If someone knocks on your door unannounced and asks to see your home, use common sense. Try to organise a time whereby someone else is in the house with you when showing your home.

In general, the most important things for making your open homes successful are:

- ▶ be diligent calling people who have either contacted you or visited your property during an inspection; and
- ▶ remember it's not complicated - if in doubt use your common sense!!

It's also important to read our guides on **Negotiation and Closing the Sale** in conjunction with this guide.

Good luck and happy selling!

