DREAM
HOMES & ESTATES

iDREAMINTERNATIONAL.COM

OPEN **HOUSE**

STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose– not only do they drive traffic, they can ultimately act as a competitive edge you can use to motivate the one buyer that wants it the most. By aggregating interested buyers in a specific geographic area, you enable many buyers to feel invited to come in, leveraging the leads generated through combined efforts to target the right buyer. Competition changes things. When a buyer feels like someone else wants what they want, they often offer more. Remember, buyers are out and about when finding the right opportunity is a priority, and a listing they visited down the street may end up bringing the buyer to your front door. Our DREAM Open Houses are marketed days in advance, with targeted calls inviting brokers and potential buyers to come and see the property's details for themselves. We often ask other brokers to host open houses at the same time and have a plan of action we can't wait to implement in order to attract highly qualified buyers to your front door.

CHECK LIST

Open House Prep

- ☐ Place the yard & directional signs with balloons and riders driving buyers in.
- ☐ Get on the phone the day before and remind everyone invited to attend.
- ☐ Schedule other open houses & work with cooperative agents in targeted price ranges to attract the most interested buyers to the localized area.
- ☐ Communicate through dynamic emails, video (if any), social media marketing, and lead-optimized landing pages to actively drive buyers to your property.
- ☐ Personally knock on doors of neighboring residences to invite them to attend and tell their friends.

Captivating Staging

Staging is what creates a "wow factor" when a buyer walks through the door of your property. It's what creates an emotional response and can often influence whether an offer is made or not.

" The way you live in your home and the way you market and sell your house are 2 different things"

- Barb Schwarz

A "Show Ready" Property

Though, sometimes a hassle, it is important to keep the property tidy and "show ready" at all times. If you reside in the property you are listing to sell, it is essential that you organize it during the pre-listing stage, in order to be able to have the property ready to be shown within 30 minutes or less. Buyers perceive an untidy property as negative because it immediately makes them feel uncomfortable. You want to show your property in the best possible condition, every time! Serious buyers like to open closets and kitchen drawers so they can see the space and envision their own stuff in them. We recommend locking up or removing any valuables since there will be various buyers walking through your property throughout the listing period.

Showings

First impressions are key. The property's condition affects the value to a buyer and impacts the price they are willing to pay as well as the terms introduced in the contract they make to purchase it. Needless to say, the speed of the sale is also less likely to happen at your desired pace. Our DREAM Team is here to help you by optimizing the physical appearance of your property to maximize the perception of its value to the buyer.

When shown, your property is presented with care, and the utmost attention to detail. With reliable access to your property's website, agents can access the frequently asked questions, the listing sheet and the floor plan during showings. Should someone interested wish to access it, a licensed agent will be present at all times.

A lockbox will be placed on the property with the seller's permission to facilitate access to agents showing the property. The first few weeks are the most active and it is imperative to allow every showing request you can.

We generally allow showings from 8 am to 7 pm. If buyers cannot see the property during daylight, or not at all, offers will either not be considered or if made, will likely be contingent upon buyers' satisfaction once able to access.

Sellers who restrict showings sit on the market longer than those that do not. We work together to create a custom schedule for showings that best fits your agenda along with maximizing the potential to sell during the first few weeks on the market.