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Open house is a combined effort

The open house is one of the oldest ways of generating buyer interest and continues to be a powerful way to market properties today.

Too often, however, the potential of an open house goes undiscovered.

The most successful open houses are achieved through a combined effort between the salesperson and the homeowner, each fulfilling their independent roles.

The salesperson's duty begins as soon as you decide to hold an open house. Two ingredients for a successful open house are promotion and preparation. The salesperson should work to build traffic by

means of putting up signs, placing classified ads, inviting people in the neighbourhood as well as past clients.

Some hints are listed below to help you in creating this atmosphere;

- Make sure your house looks as large as possible - turn on your lights and open the drapes. You may even consider moving some furniture.

- Get your house in the mood - turn off the television set and turn on some background music.

- Create a temperature change from the outdoors. In winter, turn up the thermostat several degrees and

in the summer set the air-conditioner on high.

- Make the house smell like a home. Have baked bread in the oven or perked coffee on the stove.

- Remove all obstruction from the house. This means put a cat or dog outside and go visit a neighbour or relative for the afternoon.

There are endless possibilities for improving the results of an open house. Some may surprise you... but they work and that's the bottom line!

For a free copy of our "Moving Checklist" call the National Referral Co-ordinator at Canada Trust Realty 1-800-268-9599.

RE7-The Canadian Champion, Wednesday, June 17, 1992

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