

Open House & Open House Package Setup Instructions

Approach the setup of your Open House in a way that makes it seem effortless and pleasurable for those visiting *and* for you. Have the lights on and things put away before the first visitor shows up at the door so they feel welcome. Have a central area set up where you can greet people and they can come back and ask questions. All of your information should be ready there to help answer any questions. Here are a few simple steps you can take to proper setup.

1. Just before opening the home up, give the house and property a final check to be sure they are in showing condition. Put any clutter away, pick up any trash on the lawn or driveway, turn on all the lights in the house, and set the thermostat according to the season...a little colder in the summer and a little warmer in the winter.
2. Make sure your yard signs are still in place and put up a “Come In – Open House in Progress” sign just before you open up to visitors. Some helium balloons on the signs, mailbox or the fence really can help to get attention.
3. Inside the home, set up a table and some chairs in a central area. This will be your “work” area where you will greet visitors and talk with them after they have toured the home.
4. On the table, have all the paperwork, pens, bags, and even snacks that are sure to draw people to this area. All the flyers and forms should be placed in a plastic multi-tier organizer for easy hand-out or neatly set in stacks on the table. The forms to have here are...
 - a. Color Home Flyer
 - b. Bidding Rules
 - c. Terms of Sale
 - d. Initial Bidding Sheet
 - e. Guest List
 - f. Buyer Tracker (optional)



Have at least 3-4 chairs around the table so if a group wants to stop for a while and ask questions, they can be comfortable doing so.

5. When people first come thru the front door, give them a Home Flyer with details on the property to get them involved right away. This can be a good time to ask them to put their name on the Guest List.

6. After they have walked thru, ask if they liked the home and if they have any questions. Offer the Bidding Rules and Terms of Sale sheets and explain how easy the Bidding process is. At that point, bring out the Initial Bidding Sheet explaining an initial bid is non-binding and just allows them to be in on Sunday night's bidding if they want to be. After all, we don't want them to miss an opportunity to get a really good deal! Even if they do not want to make an initial bid, just having their name and phone number on the Guest List may prove a useful contact later on.