

5 EXTRA STEPS for OPEN HOUSE SUCCESS

You have de-cluttered, deep cleaned, and staged your home in preparation for potential buyers and their agents. However, there are extra steps beyond the basics that can set your open house up for success. Take a look at these tips and ask your REALTOR® for their ideas on hosting an optimal open house.



2 Create a Pleasant Scent

Fresh flowers, baked cookies, or subtle air fresheners can create a welcoming aroma. Avoid overpowering or artificial scents.



3 Invite the Neighbors Over

Engage the natural curiosity of neighbors by inviting them to walk through your house. Your buyer could end up being a friend or relative of a neighbor—or even one of the neighbors themselves!



4 Display Local Art

Work with a local artist to provide pieces throughout your home. The artist can invite their friends and contacts, which gives you even more foot traffic.



1 Set the Right Temperature

Be sure the home is comfortable, whether that means turning on the heat in winter or the air conditioning in summer.



5 Play Up the Home's Unusual Features

Work with your REALTOR® to create small signs—or even sticky notes—to place in spots where a specific feature may be overlooked.