

Creative MARKETING Ideas & Tactics FOR AN OPEN HOUSE



Discover marketing strategies for your next open house. From virtual tours and personalized invitations to social media engagement tips, unlock innovative ways to attract and impress potential buyers.

Marketing Ideas

- 1 Use 25-30 eye level signs at every right turn within a mile of the property. Use a website like EZ Texting to generate a "Text to learn more" phone number that you can place on signs.
- 2 Promote the open house to renters.
- 3 Take a video tour of the open house and send it to all attendees after the event. This is great way to keep the property top of mind with interested prospects.
- 4 Use a website like Evite to create an invite you can email to your sphere.
- 5 Turn the open house into an event on Facebook and use the invite function to invite your friends or followers to the event.
- 6 With the help of a lender, create a finance option sheet and attach it to a takeaway brochure.

Engaging Event Ideas

- 1 Find someone, possibly in the real estate industry, who may be interested in hosting the open house with you.
- 2 Schedule the open house at a different time than everyone else. Great times to consider would be on the weekdays from 11am-2pm or from 5pm-8pm.
- 3 Theme the event based on the location, style, and theme of the house. For example, if there is a pool on the property, theme the event a "Backyard Oasis."
- 4 Have a raffle. For giveaway ideas, work with local businesses who offer specialized services and ask if they would be interested in providing the prize.
- 5 Have a testimonial sheet! Prior to the open house consider asking surrounding neighbors to state what they love most about living in the neighborhood. Attach the testimonials to the take away material.
- 6 Provide food and beverages according to the season. For example, hot cider during the winter and lemonade during the summer.