



**HARBOR TOWN**  
TITLE

# *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.



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