

OPEN HOUSE TIPS

When selling your home on your own it is very important to remember that having open houses is a very important tool to aid you in the process. Here are some pieces of advice that may prove useful when hosting your open house:



Hire a dog walker or babysitter. Kids say the darndest things! No need to worry about them blurting out a story of the time Uncle Joe kicked a hole in the wall, or the screen door fell off. The cat escaping or the dog barking will only be a distraction.



Attach balloons to your signs. Having balloons attached to your open house/directional sign at the corner of your street will catch people's attention. Also, keep balloons attached to the large sign in your front yard.



Anticipate their questions. Here are a few questions you should have answers to:

1. What is the driving/walking distance to the nearest train/bus stop? Fares and schedules would be a nice touch.
2. What school district are you in and are you on the bus route?
3. What churches are in the area?
4. Where are the closest grocery stores, gas stations, pharmacies, and parks?



Walk through your home with a view towards its potential. Would the basement look nice finished? Could the porch be enclosed, or would the backyard look nice with a wooden deck? No need to bring up the costs, just remember you can sell what's NOT there along with what is.



Remember that you have a legal obligation to tell the truth and disclose any material facts about the property. This may mean having copies of pest or inspection reports ready. If you need more information, please review the residential disclosure form found on the website at www.thebigredarrow.com.



Be on time. You should plan on being ready at least 15 minutes early. You may get some people that will want to stop in as soon as your open house sign is posted.



Have your sign-in sheet ready to accompany your property fact sheet. A sign-in sheet will help you keep track of everyone who tours your home and it will help you evaluate the effectiveness of your advertising.



Be prepared for people who aren't serious. You are bound to attract some "Lookie-Lous" and some "Nosey Neighbors". Be polite, but if you can tell that there are serious buyers in your home, devote your attention to the people who are giving you buying signs.



Hide and lock away all valuables. It isn't smart to leave any jewelry, ATM cards, keys, or money lying around.



Don't volunteer any personal information that could be used against you in a price negotiation. For example: I wouldn't recommend telling a prospective buyer that you are anxious to sell because your new job starts soon and it is out of state; or that you're anxious to get your kids in the new school district before fall.



Listen carefully. People will tell you what is important to them. If they bring up kids, you'll want to discuss the schools and parks with them. Ask some open-ended questions to get them talking.



Keep your sense of humor. You will have some prospective buyers that will exaggerate flaws in the hopes that you will drop your asking price. Don't take negative comments personally.



Prepare your home. Bake some cookies, sweep the sidewalks, and put the litter box outside. Replace any burnt out light bulbs and tighten any drippy faucets. A new shower curtain and new towels are a cheap way of making over a bathroom.



Above all else,...REMOVE CLUTTER!

We really hope that these tips help you out. Remember, have open houses as often as you can. The more chances you get to show your home, the more people you will get to come view it and this will only increase your odds of successfully selling your home. Visit the website or contact your representative if you need any further advice or information.

www.theBigRedArrow.com

theBigRedArrow.com

8162 Columbia Road

Olmsted Falls, OH 44138

1-888-321-TBRA (8272)

