

MEGA OPEN HOUSE CHECKLIST



- ☐ **Pick Your Open House Location.**
- ☐ **Pre-Event Marketing.** (postcards, door hangers, Buyside BMAs, pop-bys)
- ☐ **Schedule/ Host Neighbor Preview.**
- ☐ **Set up Local Events.** (Facebook, Nextdoor, Google, Yelp)
- ☐ **Set up Open Houses in FMLS, GA MLS, Athens MLS by Monday prior to Open House Event.**
Feeds to other websites like Zillow and Realtor.com plus gets you in the company Facebook/Instagram ad campaigns.
- ☐ **Add Your Facebook and Instagram Ad to Your Accounts and Your Client's Accounts.**
This allows you both to see the engagements during the campaign.
- ☐ **Spacio Paperless Open House Registration.** Get your app ready. iPads or laptops with internet work best. iPad can work in offline mode. But remember, you can use the text code for smartphones if needed. We will award the Amazon Alexa Prize Pack from the Spacio registrations.
- ☐ **Share MEGA AnnounceMyNews message in email and social media.** Ask your seller to also post to their social media and make their friends and neighbors aware.
- ☐ **Engage on Social Media.** Reach out and engage with interested parties.
- ☐ **Place Open House Directionals.** Use balloons/ flags, etc. You may also use "custom toppers" to personalize your directionals with your name and phone number.
- ☐ **Get there early to make sure everything is in place.** Spacio is set up and ready. Have Buyside BMA, Lender Report and other materials. Have Prosperity Home Mortgage flyers and programs including Prosperity Buyer Advantage and Prosperity Express.
- ☐ **Be Prepared to Share Your Mobile App and Set Up Buyers on your My Home Finder accounts.**
- ☐ **Be Logged in to Spacio for Social Insights on Visitors.** This will help you connect better in your conversations.

☐ **Organize Your Visitor List (If needed).** Plug in Spacio to internet connection or load in visitors manually. Do this Sunday evening so they refresh overnight.

☐ **MEGA Monday Follow Up Day.** Go to your office and enjoy a fun and energetic morning of follow up calls. Bring your visitor list and neighbor list. Remember, it does not matter how many visitors came to the open house. Your opportunity for listings is to follow up with the neighbors.

☐ **Bonus: Have an Amazon Alexa there to show the Atlanta Real Estate skill!**

☐ **Bonus: Use the Global Listing Sign Rider.** Global Listing sign riders are available in your branch or can be ordered from Farmer Signs. These distinctive sign riders are effective in generating more leads. We have a powerful advantage in our global exposure and this sign rider creates conversations!

Summary of MEGA Open House Company Marketing

Amazon Alexa Prize Pack. We will award a new Alexa Show, Alexa Spot and 4-Pack of Smart Outlets to a consumer. We will also award an Alexa Show to a hosting agent (*if we get over 300 open houses*). The winners will be selected from the Spacio platform.

Paid Facebook Ads. We are running company paid Facebook and Instagram campaigns from Wednesday through Sunday. This provides maximum exposure in your local areas. All you have to do is get your property set up in the MLS by Monday. You will get an initial email so you can add to your Facebook and see the engagements during the campaign.

Zillow Ads. We are running MEGA Open House ads on Zillow from Thursday through Sunday. This will drive even more traffic to our open house locations!

Print Ads in AJC. We will be placing an ad in the AJC to promote our event. This medium gets very broad coverage throughout the metro area.

Digital Billboards. The digital billboards will display our message in front of 2.5 million eyeballs!

AnnounceMyNews Message for Agents to Share with Buyer Prospects. This is designed for you to share in email & social media.

Plus... Extensive Local Neighborhood Advertising!