

MEGA OPEN HOUSE CHECKLIST

14 DAYS

- ☐ **Pick Your Open House Location.**
- ☐ **Pre-Event Marketing.** (Postcards & door hangers from Xpressdocs - order 14 days in advance to allow proper delivery times , Buyside BMAs, pop-by invitations)
- ☐ **Preview Properties.** Preview properties in the area of the listing to know the inventory. Find neighborhoods in surrounding area that are lesser value and higher value than the “open house” property.
- ☐ **Video eCard.** Create a video from the front of the property and load into a Marketing REsource e-card. Send out to surrounding neighbors using email addresses from Cole Realty resource.
- ☐ **Schedule/ Host Neighbor Preview.**

10 DAYS

- ☐ **Set up Local Events.** (Facebook, Nextdoor, Google, Yelp) If you do not live in the area, team up with your seller to make sure the event is hyper-local to the listing.
- ☐ **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. Consider recording a video from the front lawn of the property.

5 DAYS

- ☐ **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.

2 DAYS

- ☐ **Place Open House Directionals.** Use balloons/ flags, etc. You may also use “custom toppers” to personalize your directionals with your name and phone number.

DAY OF

- ☐ **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

Zillow Ads: MEGA Open House ads on the largest real estate website in the world. Zillow is the leading source for visitors to our open houses.

Digital and Social Media Ads: Extensive listing and MEGA event ads on Facebook, Instagram and the Google Display Network.

WAZE: Pin ads, screen take-over ads and search ads on the popular WAZE navigation app during MEGA Open House events.

Dynamic Listing Ads: All social ads, digital ads and listing syndication clicks back to our listing detail pages. Then, we deploy our innovative Facebook and Google Dynamic Ad Program to generate more ads of the property and encourage consumers to click to see the listing.

Digital Billboards: MEGA Open House ads displayed to over 10 million eyeballs promoting the event.

Buyer Market Analysis: Home value estimates plus buyer heat maps, buyer summary and featured buyers looking for properties in specific areas.

Paperless Registration: Automated visitor registration with visitor insights, automated follow-up and reporting. Powered by Spacio.

Local Community Marketing: Directional signs, balloons, feather flags plus neighbor marketing (post cards, door hangers, flyers) and neighbor preview event.

Alexa Prize Pack: Register to win an Alexa prize pack including, Echo Show, Echo Spot and smart outlets. We also promote our exclusive "Atlanta Real Estate" skill on Amazon Alexa and Google Home.

Affiliated Partner Incentives: Promotions for affiliated partners (Mortgage, Title, Home Warranty and Insurance)

2019 MEGA OPEN HOUSE SCHEDULE

**February 10 | March 10, 24 | April 14, 28 | May 5, 19 | June 9, 23
July 21 | August 18 | September 15, 29 | October 20 | November 17**