

MEGA OPEN HOUSE WEEKEND



MEGA Open House Checklist

- ☐ *Pick Your Open House Location*
Investigate the neighborhood YOU want to dominate. Research the number of homes sold. Is there one dominant agent? Typically look for 6% turn-over rate. Research expired listings in the neighborhood. Look back 5-7 years to get those sellers that wanted to sell but could not because of the market.
- ☐ *Pre-Event Marketing*
Utilize Xpressdocs for Open House materials with your name, brand, and image. You want to set the stage with a professional piece. Print media needs to be ordered and mailed to arrive the week prior to the event. Plan for 7 days to get postcards delivered. Luxury event marketing may need additional time. (Suggested items: door hanger from Xpressdocs, RE Advisor, Market Information, Buyside BMA, know your talking points and practice what you are going to say.)
- ☐ *Schedule/ Host Neighbor Preview*
Invite neighbors to a neighbor preview event prior to the open house.
- ☐ *Social Media Set up Local Events*
Facebook, Nextdoor, Google My Business, and LinkedIn have homeowner set up Nextdoor event to invite neighbors to the event.
- ☐ *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. Tablets, iPads or laptops with internet work best. Use your mobile hotspot if needed. iPad and the new Offline Browser can work in offline mode. You can also use the text code for smartphones. We will award the Amazon Alexa Prize Pack from the Spacio registrations collected.

- ☐ *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. Utilize Remine from FMLS for additional email addresses and follow up phone numbers for neighbors.
- ☐ *Engage on Social Media*
Reach out and engage with interested parties. Check your buyer matches in your Buyside account. Reach out to agents with matching clients.
- ☐ *Place Open House Directionals*
Use balloons/ flags, etc. You may also want to order "custom directionals" or "custom toppers" to personalize your directionals with your name and phone number.
- ☐ *Arrive Early to Set Up*
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 plus MEGA Closing Cost Incentive.
- ☐ *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*
Get ready for 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: 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. Review the Global Listing flyer available on the AgentHUB. We have a powerful advantage in our global exposure and this sign rider creates conversations!

MEGA Open House Company Marketing

- 1. Amazon Alexa Prize Pack.** We will award a new Alexa Show, 2 Alexa Spots and 4-Pack of Smart Outlets to a consumer. We will also award an Alexa Prize Pack to a hosting agent (if we get over 300 open houses). The winners will be selected from the Spacio platform.
- 2. Paid Facebook Ads.** We are running company paid Boost social media campaigns from Thursday through Sunday. This provides maximum exposure in your local areas. We recommend getting your property set up in the MLS by Tuesday. You can also have your ad posted to your Facebook Page. Just set this up in the HomeSpotter Boost settings. Remember to set up Seller Retargeting as well!
- 3. 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!
- 4. Digital Ads in AJC.** We will be placing digital ads using the AJC network to promote our event. This medium gets very broad coverage throughout the metro area.
- 5. Digital Billboards.** Our digital billboard network will display our message in front of 2.5 million eyeballs!
- 6. AnnounceMyNews Message for Agents to Share with Buyer Prospects.** This is designed for you to share in email & social media.