

# MEGA OPEN HOUSE WEEKEND



## *Preparing for MEGA Open House*

### **PREPARE EARLY FOR OPEN HOUSE:**

1. Investigate the neighborhood YOU want to dominate. Research number of homes sold. Is there one dominant agent? Typically look for 6% turn-over rate.
2. Consider ordering custom postcards or invitations for the open house. Utilize Xpressdocs for Open House materials with your name/ brand/ image. You want to set the stage with a professional piece.
3. Practice making a “selfie” video to make sure you are natural and see how the video will look. Consider: location, lighting, angle, background noise.
4. For pop-bys or door knocking, create or have created a professional marketing piece. Consider: door hanger from Xpressdocs, RE advisor, market information, know your script-practice what you are going to say.
5. Don't forget to research Expired Listings in the neighborhood. Research back 5 years to get those sellers that wanted to sell but couldn't because of the market.