

OPEN HOUSES

If you are just going to put an ad in the paper and put sign at the corner of the street, don't bother. **NO ONE WILL COME.**

If you are going to have a real year 2004 open house, this is the way to do it.

1. Run an ad in the newspaper.
2. Hand out open house flyers to about 100 houses in your neighborhood and personally invite your friends. (The more cars parked in front of the home, the more buyers will stop to take a look.) (It's like the yard sale that has ten cars parked on the street, everyone will come to see what they have to offer.)
3. Put up flyers in the local grocery stores and other locations where permitted.
4. Serve refreshments and say so in your ad and flyer.
5. Bake cookies starting about 1 hour before the open house.

WHY 100 HOMES AROUND MINE AND WHY COOKIES

One of your neighbors might have a friend who wants to live in this neighborhood, or might know someone who is looking for a home or moving here. The neighbors might know someone who is getting married and are going to buy a house. Any one of these could sell your house.

The refreshments will get people to come. Even if they only come for the refreshments, it will look like a lot of people are interested in the house with all the cars outside or the people going and coming. The cookies will give the home a great smell. We've sold houses with a bread maker. Now, put signs up all over the place directing traffic to your open house. Now get ready for all the people to show up.