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Checklist for *Open House* Success

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Your Open House Strategy

01



Embracing Vision of Potential Buyers

When potential buyers tour your home, they have to envision themselves there. If they can picture their everyday life in your home, this determines if they will seriously consider putting in an offer. This is the goal of your open house. What can you do to make them feel like your home could be their home?

Here's a checklist of easy tasks to implement for your open house

01. Personal

Remove your personality as much as possible. Things like books, magazines, family photos can overshadow important features of the home. Take steps to remove your personal touch & preference.

03. Vibe

The vibe of a home is just as important as the right price. Buyers can spot when budget friendly options were taken! Using quality materials can give a vibe that the property is a wise investment.

05. Atmosphere

Create a positive atmosphere that leaves a lasting impression. Making sure the lawn is manicured, all trash is removed, fresh flowers, a fruit bowl and fresh smells through out the home can do just that.

02. Functionality

Sometimes repairs can be costly. The basics should be in working order. Ensure the functionality of first & initial interactions with things such as garage doors, ceiling fans, appliances, door knobs and light switches

04. Neutral

If your home is in need of a paint job, a neutral color is the way to go. Don't try and show off by adding accent walls! Make it easy on yourself and use a consistent color through out the entire home. .

06. Lighting

The number one observation I've noticed from accompanying buyers on tours is feedback about the lighting. This is more important than most sellers think. Ensuring daytime light bulbs are in every room and space can change the perspective of your home and allow buyers to see your home is a different light. ;-)