



**AMERICAN**  
REAL ESTATE

# SUCCESSFUL OPEN HOUSES

## What to include in your Open House packets:

- Property Flyer with your contact information and StudeoHQ storybook QR Code.
- MLS Print Out - Public with contact information.
- Insurance Quote for the home.
- Lender Flyer co-branded with your contact information.
- “Why Sell With Me” Trilogy Flyer with your contact information.
- Consider providing MLS printouts of comparable properties as well.

## Other items to have on hand at the Open House:

- Seller’s disclosure.
- Survey.
- HOA covenants.
- Any other pertinent document(s) included on the MLS.
- Your business cards - Blinq Digital Business Card.
- Open House Registry or Open House Contact Forms.

## Open House Promotions:

- Schedule your open house up to one week early by submitting your request at ERAEverything.com. To take advantage of all open house promotions, submit by Thursday at 11am.
- ERA American promotes your open house on the MLS, Zillow, Realtor.com, your agent Moxi website, Facebook, Instagram and more.
- Utilize the branded flyers, brochures, and social tiles automatically created in Moxi Impress.
- Create an event for your Open House on Facebook and invite your followers.
- Promote your Open House on your social media outlets using Social Manager in Leverage and auto deliver to Facebook, Instagram, LinkedIn, and Twitter. It’s a FREE, no design required tool available to you with your ERA Affiliation.

## Make the most of it:

- Door knock the neighborhood the day before. Hand out your property flyers and invite the neighbors to an early viewing.
- Put your signs out as early as possible.
- Consider adding date and time riders available at ERAEverything.com to your Open House Signs for a professional and polished look.
- Tag your sellers in your social posts for them to share.
- Seize the opportunities to set appointments with Open House guests on the spot.

**LIVE YOUR AMERICAN DREAM**