

SHOWING YOUR HOME & OPEN HOUSES

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When selling your home, it's important to make sure it's in the best possible condition to attract potential buyers. One of the most important steps in this process is preparing your home for showings. Here are some tips to help you get your home ready for potential buyers:



Declutter and Depersonalize

Remove any unnecessary items from your home and depersonalize your space. Personal items such as family pictures or religious artifacts can make it difficult for potential buyers to imagine themselves living in the space. Removing clutter will make your home look more spacious and will allow potential buyers to focus on the features of your home.



Clean and Repair

Make sure your home is clean and free from any clutter or debris. Dust, vacuum, and scrub all surfaces in your home. Repair any noticeable damage to walls or floors, fix leaky faucets, and replace any burned-out light bulbs. These small improvements can make a big difference in the overall presentation of your home.

Stage Your Home

Consider hiring a professional stager or rearranging your furniture to create an inviting and comfortable atmosphere. This can help potential buyers envision how they could use the space and increase the perceived value of your home.

Boost Curb Appeal

First impressions are everything, so make sure your home looks its best from the outside. Keep your lawn trimmed and well-manicured, plant flowers or add potted plants to your entryway, and make sure your front door and shutters are in good condition. These small improvements can make a big impact on a buyer's first impression.

Create a Welcoming Environment

During a showing, consider lighting candles or baking cookies to create a warm and inviting atmosphere. Make sure the temperature in your home is comfortable, and consider playing soft music to create a relaxing ambiance. This can help potential buyers feel at home and make it easier for them to envision themselves living in the space.

Provide Information

Leave out information about your home, such as floor plans, renovations, or upgrades, for potential buyers to review. This can help them better understand the unique features and benefits of your home and could help seal the deal.



Preparing your home for showings is an important step in the home selling process. By following these tips, you can make your home more attractive to potential buyers and increase your chances of selling your home quickly and at the best possible price

Open House 101

If you are selling your home yourself or if you hire an real estate agent, you need to make the personal decision whether or not to have an open house.

An open house is a popular way to attract potential buyers when selling your home. It is an opportunity to showcase your property to a large audience in a relatively short amount of time. However, preparing for an open house can be overwhelming, and it requires careful planning and execution. In this chapter, we will discuss how to handle open houses when selling your home, from preparing your home to interacting with potential buyers.



Advertise Your Open House

Advertise your open house to potential buyers through various channels such as online listings, social media, and local newspapers. Make sure that the advertisement includes the date, time, and location of the open house. You can also put up signs in your neighborhood to attract local buyers.

Be Presentable

On the day of the open house, make sure that you are presentable. Dress appropriately and be ready to answer any questions potential buyers may have. It is essential to create a welcoming environment that makes potential buyers feel at home.

Be Polite and Professional

Interacting with potential buyers can be challenging, but it is crucial to be polite and professional at all times. Greet each visitor with a smile and offer them a tour of your home. Answer any questions they may have and provide them with information about the property.

Follow-Up

Follow up with potential buyers after the open house. Send them a thank-you note and offer to answer any further questions they may have. This will help to keep your home fresh in their minds and increase the chances of a sale.

Security Risks

One of the primary concerns with open houses is the security risk they pose. Allowing strangers into your home can make it vulnerable to theft or vandalism. While most open house attendees are legitimate buyers, there is always a risk that someone could take advantage of the situation to commit a crime. To mitigate this risk, you can consider hiring a security guard or asking a friend or family member to be present during the open house.

Low-Quality Leads

Another potential downside of open houses is that they can attract low-quality leads. Some people attend open houses just for fun or out of curiosity, with no intention of buying a home. Others may be looking for decorating ideas or inspiration for their own home, rather than looking to purchase a property. These attendees can be time-wasters and may take away valuable time and attention from genuine buyers.



Damage to Your Home

Open houses can also result in damage to your home. With multiple people coming in and out of your property, it is possible that someone could accidentally damage your home or its contents. For example, they could knock over a vase or spill something on your carpet. While most people are careful and respectful, accidents can happen.

Time and Expense

Open houses can also be time-consuming and expensive. Preparing your home for an open house requires a significant amount of time and effort, including decluttering, cleaning, and staging. You may also need to hire a professional stager, photographer, or cleaner to ensure that your home looks its best. Additionally, the cost of advertising your open house, including signs, flyers, and online listings, can add up quickly.

In conclusion, while open houses can be an effective way to attract potential buyers, there are also some potential drawbacks that you should be aware of. To mitigate these risks, you can consider other methods of marketing your home, such as virtual tours, private showings, or video walk-throughs. Be sure to weigh the pros and cons of holding an open house carefully before deciding whether it is the right choice for you.



When selling your home, one of the most critical factors that can influence its success is receiving feedback from potential buyers. Feedback provides valuable insights into what prospective buyers are thinking, what they like or dislike about your property, and what you can do to improve its appeal.

Here are some reasons why feedback is so important when selling your home:

Helps you understand the market

Feedback provides a wealth of information on the current state of the market, including the price range of comparable properties, what buyers are looking for, and what aspects of your home are most appealing. By using this information, you can adjust your selling strategy to better align with market trends and meet the needs of potential buyers.

Highlights areas for improvement

Feedback from potential buyers can help you identify areas of your home that may need improvement or updating. For example, if buyers consistently mention that the kitchen feels dated, it may be worth investing in some upgrades to make it more modern and appealing. Knowing what areas need improvement can help you prioritize and budget for any necessary repairs or upgrades.

Increases the likelihood of a successful sale

By listening to feedback and making the necessary adjustments, you can make your home more attractive to potential buyers, increasing the likelihood of a successful sale. Additionally, by addressing any concerns or issues raised by buyers, you can reduce the risk of your home sitting on the market for an extended period.

Provides insight into your selling strategy

Feedback from potential buyers can also provide insight into the effectiveness of your selling strategy. For example, if buyers consistently mention that they found your online listing confusing or misleading, you may need to revisit your approach to marketing and advertising your home.

THANK YOU!

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