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### Hosting The Most Successful Open House...

The best way I know to get traffic into an open house is this, if your local government will allow you to post the signs.

Get enough open house signs (Lowe's, Home Depot) to post one in front of the house and one at every turn all the way to the nearest busy street.

Make small (@ 6" x 8") 'notes' that say 'Open Sun 2-5' (or whatever your hours are) and using 2" wide clear tape, put these notes in the middle of each of the open house signs.

Totally cover each note with the clear tape so the weather can't get to the note. Use a wide black felt tip marker to write the note so anyone can read it from their car.

Put the signs out on Wednesday before the open house. People traveling the busy street to and from work will hopefully see the signs and visit the open house.

When I first came up with this idea several years ago and tried it the first time, while I was unlocking the door for the open house, I literally had a couple on my heels. They had seen the sign on the way to work and had already driven to the property and walked around the outside. They could not wait to get inside!

They came in, walked through, told me their agent was hosting an open house and if I would wait, they would come back with him when he was finished. I waited, they came back with their agent, we got a contract that night and closed three weeks later!

After your open house is over, you must remember to collect all the signs. Even if you are planning to do the same thing the next Sunday and even if your area would let you leave them, you don't want to leave them out. Left out, they become a part of the landscape and no one sees them anymore.