

Behind-the-Scenes of a Successful Open House

Video Headline: Behind-the-Scenes of a Successful Open House

Video Summary: Hosting an open house is a great way to find prospective buyers and sell your house faster. It might seem easy to host an open house, but there are a lot of things that you need to do behind-the-scenes to prepare for it. Here are some tips to host a successful open house.

I. Introduction

Hello, and welcome to [name of your show], my name is [your name] and I am a real estate agent serving the area of [area name]. Today we are going to talk about Behind-the-Scenes of a Successful Open House.

If you know anyone to whom you think this may be of interest, please feel free to tag them in the comments so they can get all the details! Alright, let's dive in!

II. Hook

If you have a story that you can tell related to your topic, this is where you want to share it before you get into the content of your video. Stories make your content more relatable and will hook your viewers into engaging more.

****[BEFORE YOU START, PLEASE FACT CHECK OUR CONTENT TO MAKE SURE IT RELATES TO YOUR MARKET AND ADJUST IF NECESSARY.]****

III. Content

Aside from private showings, hosting an open house is a great way to find prospective buyers and sell your house faster. At first glance, it might seem easy to host an open house, but there are a lot of things that you need to do behind-the-scenes to prepare for a successful open house. The time and effort that you put into organizing an open house can be wasted if you don't do it the right way - half-baked staging, random people leaving dirt and mud tracks through the house, bad photos, and the list goes on.

But with the help of your real estate agent, you can definitely overcome all those challenges and host a successful open house. Here are the things that happen behind-the-scenes at open houses that can give you some guidance!

First, you need to **choose the perfect date and time**. You need to choose a good date when people are most available. Oftentimes, open houses are scheduled during weekends, ideally Sundays, because that's when most people have time off of work. You also need to avoid scheduling it on holidays because people might already have plans. The ideal time to host an open house in the metro area is from 11:00 a.m. to 3:00 p.m., while in the suburbs hosting an open house between 12:00 p.m. to 4:00 p.m is better.

Second, you need to **take good, quality photos**. Taking high-quality photos is definitely a must when selling a house. You'll use it for the MLS, open house promotions, social media marketing, and more. You'll be able to get people's attention and attract more people to your open house. It will even pay off to hire a professional photographer to take photos for you.

Next is **marketing the open house**. You need to get the word out! Put a sign in the yard, tell your neighbors, and use social media. Create a post that shows the details of your listing and open house. Your real estate agent should be able to help you spread the word by publishing it on her social media pages, website, and sharing it with various community Facebook groups. When marketing your home, make sure that you post the details clearly and completely so that people will get to your open house with no problem.

While all of this is happening, you should have already started **preparing and staging the house**. Start clearing all the personal items, organizing your things, and doing repairs that you need to do. A fresh paint job goes a long way! Staging a home is all about how you present your house. You need to make a good first impression and make people feel welcome, at home, and cozy.

On to the big day, your real estate agent is finally **hosting the open house!** Usually, home sellers are not present themselves during open houses as it might make prospective buyers feel uncomfortable. So your job is done and it's up to your real estate agent to socialize, highlight all the features of your home, answer questions, and well, basically, sell your home. They'll also need to follow up with prospective buyers and collect the best offers for you.

IV. Conclusion [Time to wrap up]

Hosting a successful open house can definitely be challenging. But it can be easy if you have a great real estate agent who has the skills and experience to take care of most of the tasks. In the end, you'll know how successful your open house is by the number of offers you receive!

V. Call to Action

Are you looking for someone to help set up your home for a successful open house and beyond? Then, I'm the agent for you! More than hosting an open house, I can help you through the whole home selling process from the beginning to the end.

Call me at [mobile number] or send me a message at [email address] and I'll be happy to help you!

FACEBOOK LIVE CHEAT SHEET FOR REAL ESTATE

Promote It

Tell your fans that you will be going live ahead of time. This can be done easily and will boost your engagement. Send an email to your database, make an announcement in a group(s) that could benefit from your live, run a Facebook ad and post it on your social media channels.

Write a Scroll Stopping Headline

Your description about your live is by far the most important piece of your video. Without enough ZING to entice your viewers, your live video isn't going to get much if any traction. When writing your copy, ensure it's direct, actionable, and informative. Focus on what your viewer will gain from tuning in.

Set The Tone

Make sure that your backdrop is pleasant to look at, well lit, and beautifully styled. It's hard for people to pay attention when there are distractions or noise in the background. It may also be worth looking into purchasing an external microphone to improve sound.

Connect

I know this may sound obvious but please, please, please, make sure you have a strong signal before you go live. Nothing worse than planning for something and then not following through. Can you hear me now?! Lol..

Create a Few Practice Videos

Before ripping the bandaid off and going live, you can test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting "Only Me" before recording.

Ask Your Viewers to Interact

Your audience will be thrilled to hear you mention their name and answer their questions when you are live. Posts with more likes, comments, shares, and views are also prioritized on the newsfeed. Facebook's algorithms recognize popular content, and actually make it even more popular without you needing to pay extra for more eyes.

Have an Actionable Sign Off

The worst thing you can do is just casually push the finish button and then walk away. Instead, give a proper sign-off with an actual ending for next steps.

What do you want your viewers to do? Subscribe to your monthly newsletter? Visit your Facebook page for a fun contest? Want them to share the recording on their page? Whatever it may be, be sure to end your Facebook Live post with a call to action for your viewers to do.

Reach More People and Go Live More Often

By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favorite examples:

- Hot topics or breaking news
- Go live with an industry leader such as a mortgage broker or home inspection
- Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.
- Do a demo. Show people how easy it is to stage their home, or unbox the latest in home technology.

The topics are endless. With a little imagination, you will have lots of reasons to go live and get in front of your ideal client.

Promote It After It's Done

Once your video is done live streaming you can boost your post and run an ad campaign just like on your other Facebook videos and posts. Email it off to your database or if you write a blog you can use a transcription service such as Rev.com to have your live stream transcribed and voila, another blog post done. Upload up to 60 seconds of video in your Instagram feed as well.