

Video Headline:

How to Host a Memorable Halloween Open House

Video Summary: Welcome to our latest episode titled **How to Host a Memorable Halloween Open House** If you're looking to spice up your property showings and leave a lasting impression this spooky season, then tuning into our latest podcast episode, "How to Host a Memorable Halloween Open House," is a must! This episode dives into the festive and creative ways to attract and engage potential buyers during Halloween. We'll cover everything from simple decoration tips that add a touch of autumnal charm without going overboard, to thematic treats that can make your open house stand out. Whether you're a real estate professional looking to boost attendance or a homeowner aiming to sell your property quickly, these tips will ensure your open house is both memorable and effective. Join us to learn how to transform your property viewing into an event that potential buyers will be talking about long after they leave.

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 **How to Host a Memorable Halloween 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

I don't know about you but I love being on theme with seasons and holidays when putting together the PERFECT open house. First, let's talk about setting the scene. When it comes to a Halloween-themed open house, it's all about finding the right balance. Opt for elegant fall decor with subtle Halloween accents, such as pumpkins, autumnal wreaths, and soft orange or purple

lighting. This creates a welcoming and cozy atmosphere without being too gory or distracting from the beauty of your home.

No Halloween event is complete without some treats! Offering themed snacks and beverages can make your open house more memorable.

Consider serving cider, Halloween cookies, or candy in elegant presentations. This not only adds to the festive feel but also gives potential buyers a warm, inviting experience as they tour the home.

Don't forget that engagement is key at any open house, and you can take it up a notch during Halloween. Hosting a mini pumpkin decorating contest or a costume vote with small giveaways can keep potential buyers longer at your property, giving them more time to fall in love with the space and visualize themselves living there.

Here's a little pro tip to ensure a good turnout, your marketing efforts need to be spot on. Utilize social media platforms to showcase your themed open house.

Post high-quality photos of your decorated space and mention the special treats and activities you have planned. Also, consider sending out invitations via email or mail to create a buzz and encourage more visitors.

IV. Conclusion [Time to wrap up]

A Halloween open house can be a fantastic way to make your property stand out in this competitive market. By creating a memorable experience, you not only attract more potential buyers but also give them a positive, lasting impression of your home.

So pull out those decorations, line up those treats, and get ready to host an open house that's sure to be a hit this Halloween!

V. Call to Action

Well, gals and ghouls—that brings us to the end of our segment today. If you LOVED this episode, make sure you share with a friend in the comments and hit the like and subscribe button. Thanks for joining us, and make sure to tune in next week as we explore more insights into the real estate world that help you make the best decisions whether buying, selling, or just dreaming about your next home. Happy Halloween, and happy selling!

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.