

Optimize the Open House

This is just a few ways to optimize your open house...

- Spiff up the house. Must include cleaning, painting, banishing clutter and rearranging furniture. You're cultivating an atmosphere that sells a fantasy. Open the windows, turn on the recessed lighting, bring in flowers and rely on that proven tactic: bake cinnamon cookies in the oven.
- Knock on doors. The more the better, but even informing immediate neighbors will likely attract more visitors. Good way to just say hi to your neighbors, otherwise this is good for your realtor to do as well.
- Time it right. Saturday or Sunday afternoons are usually best in our market.

These are just a few ideas, your realtor will guide you thru the process.