



**OPEN HOUSE**

**30 IDEAS**

**30 Creative Marketing & Lead Generation  
Ideas for Your Next Open House!**

**Weichert**  
REALTORS®



# Open House Ideas

Creative Marketing and Lead Generation Ideas for a Profitable, Database-Building Open House.



- ❑ **Leverage the multifunctionality of your signs:** Install at least 8 branded signs, each with 2 balloons leading from main roads to home. Include text to lead code sign riders to boost lead generation from your signs. This achieves brand (name) awareness, more people at your open house and more leads putting themselves right into your myWeichert database!
- ❑ **Renter Extravaganza:** Work with your mortgage advisor to make the monthly cost sheet for your open house. Target renters/complexes (you can use Cole Realty Resource) in the area that your home is equivalent or less of a monthly payment. Have renter-related materials available and your mortgage advisor present to pre-approve on the spot.
- ❑ **Text to Lead Code Rider Video:** 4 days before the open house, hang a sign rider that, when texted, shows a video of you inviting them to the open house with more details.
- ❑ **Offer Staged Photos in Key Rooms via QR code:** Use easy, do-it-yourself staging apps like Apply Design to bring a room to life. Tie it to a landing page to collect phone numbers. [Click to check out a sample.](#)
- ❑ **Provide Giveaway Promotional Items that Last:** Give out reusable grocery bags, bag clips or other branded items that stick around to remain top of mind.



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- Virtual Open House:** Host a live-stream virtual open house for potential buyers who can't attend in person as a pre-launch. Use the virtual open house tool (in Weichert Tools) to advertise your zoom link on Weichert.com. [Click to see a sample presentation.](#)
- Weekday Open House Expo:** Open your home during the week and highlight local home services. Have service providers help drive neighbors/prospects to the open house.
- Facebook Event:** Invite your friends and followers to your open house. Promote a giveaway of an item of value such as market report, promotional items, etc.
- What We Love About This Neighborhood Display:** Call, email (use Cole), door knock, or write a letter asking neighbors to email you photos and quotes of what they love about the neighborhood. Make a display for open house guests. Cover a neighborhood often, consider asking for video testimonials! [Download a sample.](#)
- Kids Corner! Host a Coloring Contest:** Hand out branded coloring sheets and have parents submit the entry for a prize. Post the winner each week on your social pages. [Download a sample.](#)



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- ❑ **Community Influencer Collaboration:** Partner with local media, business owners, influencers or bloggers who have a large following to promote your business, the way you host an open house and, of course, the house!
- ❑ **Playbook your open house listing in myWeichert:** Be sure to use the Craigslist chrome extension to supercharge your SEO.
- ❑ **Core Property Boost your Open House.** Follow up with leads by calling and updating them on the traffic and status of offers.
- ❑ **Exclusive Listing Garage Sale:** Help the owner host a garage sale while an Exclusive to build excitement and showcase the home to new leads generated by the garage sale.
- ❑ **Email Marketing using the myMarketing studio newsletter template:** Send out personalized email invitations to potential buyers, emphasizing the unique features of the property in newsletter format.
- ❑ **Vacant Home (or Large Property) Temporary Art Gallery:** Partner with local high schools and artists to display their work throughout the property, turning the open house into a lead generating art exhibition. Host “sales showroom” open houses every day to network, build your database, and meet sellers and buyers!



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- ❑ **Create items of value and distribute them through QR-coded landing pages in myWeichert.** This way you have the phone number of those that downloaded during the open house. Items of value are items such as a customized RPR neighborhood report, a local restaurant directory and a market analysis.
- ❑ **Themed Open House to Showcase Key Benefits:** Choose a theme that aligns with the property's style or location and decorate accordingly to create a memorable experience, such as "Backyard Oasis" and "Spa Retreat."
- ❑ **Network with Local Businesses and Form Local Partnerships:** Collaborate with local businesses like home improvement centers, garden centers and furniture stores to showcase their products at the open house.
- ❑ **Open House Outdoor Check-In Station:** Set up outside the property to serve as a central meeting area for guest sign-in, providing refreshments and information prior to a guided tour of the property.
- ❑ **Live Music to Create a Vibe:** Hire a local musician or band to perform during the open house, creating a pleasant ambiance.
- ❑ **Food and Beverage Tastings for Neighbor Open House:** Offer food and/or beverage tastings from local vendors to add a gourmet touch to the open house experience.



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- ❑ **Smart Home Demonstrations & Signage:** Showcase the property's smart home features by creating signage/QR codes to learn more.
- ❑ **Use the Open House MyWeichert App:** Automate the routine follow-up so you can spend time following up with customized information.
- ❑ **Food Collection Event:** Collaborate with a local charity or nonprofit organization, donating food collected during open house. Invite the neighbors to stop by and donate.
- ❑ **Home Benefit Scavenger Hunt:** Create small signs labeling the features and benefits, age/info about mechanicals throughout the property, leading visitors through the property. Can include QR code demos, such as how to remove wallpaper, or other ideas for the space. [Click to download sample cards to customize, cut and post in home.](#)
- ❑ **Weichert VIP Outdoor Lounge:** Set up a relaxing refreshment and seating area for Weichert VIP's (everyone!), allowing prospects to relax, think about the house, and soak it all in.
- ❑ **Digital Displays to Increase Interactivity at your Open House:** Set up TV or iPad/tablets that display additional property information, links to appliance benefits, an All Under One Roof video, nearby restaurants and attractions, and mortgage calculators.



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- ❑ **Rate the Home & Guess the Price:** Use clipboards and hand your guests a home rating sheet and guess the price. Have a small giveaway for those that complete this for you. This helps with price discussions, helps identify those that may want to make an offer, and gives you built-in feedback for the seller, while learning what the buyer pool is looking for in a home! [Click for a download template.](#)
- ❑ **Wearable Home Valuation QR Code:** In the middle of the conversation and want to capture the guests home address? Ask them to scan your QR code that you're wearing on your lanyard and input their address. This may start a conversation about their possible home sale. [Click for a sample photo and download.](#)

**Inspired?**

**Drop us a line at Weichert University and send photos and results! We'd love to feature your success! Send to: [wuniversityteam@weichertrealtors.net](mailto:wuniversityteam@weichertrealtors.net)**