

Do Open Houses Help to Sell Homes? Some Sellers Believe It Only Benefits Agents

It's true that most open houses held by my fellow real estate agents and myself do not directly lead to the sale of that listing, and some sellers will request no open houses be held. They have good reasons, too.

Myself, I've always said that you never know what will sell a house, so just try everything. And yes, I have sold homes to someone who came to that home's open house. I also recognize that they came to the open house because they liked something about it and if there hadn't been an open house, they might have called for a showing. It's also true that some people come to an open house because it said "open, come in," and they weren't thinking about buying a home until they fell in love with that home at the open house.

Open houses can indeed be a helpful tool when selling a home, although their effectiveness can depend on various factors such as the local real estate market, the property itself, and the strategies employed by the real estate agent.

Here are some ways that open houses might benefit the seller:

REAL ESTATE TODAY



By JIM SMITH
Realtor®

1. **Visibility:** Open houses can increase the visibility of a home to potential buyers. They are typically advertised online, on yard signs, and in local newspapers, which can attract more attention to the listing.

2. **Accessibility:** Open houses make it easy for potential buyers to view the home without needing to schedule a private showing. This can attract more casual or early-stage buyers who might not have otherwise seen the home.

3. **Pressure-free environment:** Unlike private showings, open houses provide a less pressurized environment for potential buyers to view the home, which might make them more comfortable and more open to considering the property.

4. **Immediate feedback:** Open houses can provide sellers and their agents with immediate feedback about the home, which can be used to make adjustments to the listing price or presentation.

However, it's also important to note that open houses come with some downsides:

1. **Security concerns:** Open houses can potentially attract people with ill intentions, leading to theft or vandalism. In 20 years, however, I haven't had a single seller tell me something was missing after an open house, although I've heard or read about such incidents.

2. **Lookie loos:** Many people who attend open houses may be neighbors, curious browsers, or individuals who are not serious about or ready to purchase a property. I welcome them, however, because they might tell others about the listing.

3. **Low success rate:** Despite the visibility open houses can provide, the percentage of homes sold directly through an open house is low compared to other methods of mar-

keting a home, such as online listings or private showings.

Lastly, there's what I call the laziness factor. It takes effort to hold an open house, and some agents don't want to make the effort. And they justify not making that effort by saying that open houses don't sell homes, buying into their sellers' negative feeling about open houses.

Open houses are a little like floor duty. We ask our broker associates to sign up for floor duty, even though it can be as unproductive as an open house. My approach is to think of it as work time. I take my laptop and get a lot of work done, so really it's not a waste of time, even if no buyers show up. If a visitor interrupts my work time, great!

Rare Townhome Near Downtown Evergreen

This updated 3-bedroom/2½-bath townhome at **28104 Meadow Drive** sits at the back of the 10-unit HomeStead community, within walking distance of downtown Evergreen. A walking path to downtown begins next to this unit. There's a lot to love about this townhome, starting with the updated kitchen with beautiful Quartz countertops, stainless steel appliances including a high-end LG refrigerator-freezer and 5-burner gas range, plus an eating area in front of windows to the greenbelt next to this end unit. The oversized 2-car garage comes with great shelving for storage. The main floor has vaulted ceilings throughout plus a spacious deck overlooking the same greenbelt and with mountain views. Take a narrated video tour with drone footage at www.EvergreenTownhome.info. I co-listed this home with **Chuck Brown**, who will be holding it **open this Saturday, from 11am to 1pm**. Or call him at **303-885-7855** to arrange a showing.

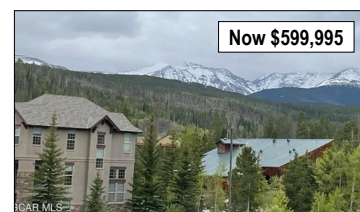


Huge Price Reduction on 1904 Denver House



This historic home was listed less than a month ago for \$995,000, a price supported by comparable sales. That generated few showings and no offers, so the sellers agreed to this price reduction of almost \$100,000. **Now it's a steal!** You'll love the updates to this 3-BR home at **1240 N. Downing St.**, a short walk from Cheesman Park in Denver's historic Capitol Hill. I love this neighborhood. I went to kindergarten at Dora Moore elementary school. If you're a buyer who likes homes with "character," let me show you this home! My narrated video tour will give you a taste of it and inspire you to request a showing. You can view more pictures plus that video tour (including drone footage) at www.DenverHome.info. Then call me at **303-525-1851** to schedule a private showing.

Major Price Reduction on Winter Park Condo



Broker Associate Austin Pottorff's condo in the very center of downtown Winter Park offers great views (left) and easy access to all the activities Winter Park has to offer. The 2-bedroom unit with 1,063 square feet is within walking distance of restaurants, grocery stores, retail shops, the Idlewild Park Amphitheater, the Fraser River, and numerous bike/pedestrian trails. Recent updates include a new water heater, bathroom, and washer/dryer. All of the town's free shuttle buses stop in front of this building, allowing convenient access to the Winter Park area and beyond. More pictures and a video of this listing are at www.WinterParkCondo.info, or call **Austin Pottorff** at **970-281-9071** to request a private showing.

Just Listed: Fabulous Ranch in 55+ Community

You won't find a more idyllic home than this one at **12377 W. Big Horn Court** in Skystone, a 55+ Broomfield subdivision about a mile northwest of Standley Lake. With its 4 bedrooms and 3½ baths, it overlooks a park and is close to the 420-acre Westminster Dog Park. The walk-out basement is beautifully finished, including a bedroom with Brazilian Ash hardwood flooring (used as a hobby room/shop by the seller). The many improvements are spelled out room-by-room on the home's website, www.SkystoneHome.info. The website also includes a narrated walk-through video. The home's location within this 55+ community is incomparable, at the end of a cul-de-sac, adjacent to a trail that leads to the dog park to the east as well as the park below. **We'll be holding it open this Saturday, 11am to 1pm**. Or call **303-525-1851** to see it.



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Hometown Service Delivered with Integrity
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Jim Smith

Broker/Owner, 303-525-1851

Jim@GoldenRealEstate.com

1214 Washington Ave., Golden

Broker Associates:

JIM SWANSON, 303-929-2727

CHUCK BROWN, 303-885-7855

DAVID DLUGASCH, 303-908-4835

GREG KRAFT, 720-353-1922

AUSTIN POTTORFF, 970-281-9071

KATHY JONKE, 303-990-7428

