

Are Open Houses Worthwhile? My Own Experience Says, "Yes, Absolutely"

It's easy to see that most listing agents don't like open houses — merely observe how few listings are actually held open on any given weekend.

In listing presentations, sellers often will ask me whether open houses are worthwhile. Some don't want to allow open houses because they feel "used" — that agents are holding their house open not to sell it but to attract new clients.

The raw fact is that an open house gets more prospective buyers into that house. Yes, it also attracts "looky-loos" and neighbors looking for a listing agent. I myself have benefited in that way from open houses. But I can also cite specific listings that I sold to open house visitors.

In fact, my very first open house at my very first listing back in 2002 drew a visitor who bought that

listing — and then listed their current home with me.

In the flurry of activity that began this February and continues to this day, I have sold three of my listings to open house visitors. My colleague, Rhuell Lambert, sold one of her listings in April to a visitor at its first open house.

What I promise to my sellers is that I will hold their house open as many Saturdays as they will allow — man-

power and weather permitting. I suspect, frankly, that those agents who tell clients that "open houses don't work" are really just agents who don't want to do it. I can understand why a woman agent might be hesitant to hold an open house alone. When a woman holds one of my listings open, however, at least a passer-by assumes that a man is inside.

At Golden Real Estate, we have made an art out of open houses, holding several of them simultaneously. You don't have to be a licensed agent to hold an open house, you just have to know the rules. As an unlicensed open house host, you are there only to provide access and to hand out literature prepared by the listing agent. If the visitor wants to discuss the house further, the host gives the visitor my cell number.

That visitor who bought Rhuell's listing at its first open house was sent there by me when he visited another open house that wasn't exactly what he was looking for.

Open houses are never a waste of time if you bring work to do. It's like being at home, except that you are interrupted now and then by someone who wants to look at a listing. What's wrong with that?

Bottom line? You never know what will sell a house, but holding the house open for potential buyers is certainly a valid option.

REAL ESTATE TODAY



By JIM SMITH, Realtor®

This Week's Featured New Listing:

Do You Like Slab Granite? You'll Love This!

This is one of the most outstanding homes I've had the privilege of listing. It's at 2267 S. Hoyt Court, on a ridge with views from Pikes Peak to Mt. Evans. It has slab granite in almost every room and granite tile on many floors, including the foyer and formal dining room. It has an elaborate water feature that begins to the right of the front door and extends down to the walk-out basement below! There are two master suites on the main floor, one of which has two walk-in closets, jetted tub, tiled shower and even a bidet! The drive-through 3-car garage leads to two more garages/workshops down below. When I saw this house, I figured it would be a million dollar home, but the seller had it appraised and it's listed at the appraised price. Open Saturday 1-4 p.m.



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