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.

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 with you. 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.