



OPEN HOUSE STRATEGY SERIES

DESIGNING OPEN HOUSES THAT ATTRACT ATTENTION

Out-of-the-Box Strategies That Bring
More Buyers Through the Door



es Are Not Dead—Boring Ones Are

Buyers still attend—but expectations have changed
Competing with online browsing & virtual tours
Goal: create an experience worth attending

From Open House to Event

- Think: event, experience, attraction
- Ask: Why would someone go out of their way to attend?



The 4 Attention Drivers

- Curiosity
- Value
- Emotion
- Exclusivity



Collaboration Open Houses

- Partner with nonprofits, rescues, local vendors
- Expands audience and builds buzz



Lifestyle-Based Open Houses

- Sell the lifestyle, not just the home
- Examples: waterfront sunset, luxury champagne event, putting green challenge



Unique Timing

- Twilight (5–7 PM), weekdays, broker previews
- Hours that attract the type of homebuyer.
Example: working class hours
- Less competition, more exclusivity



Niche Target Events

- First-time buyers, investors, families
- Unique Niche ideas. Example: Painters, contractor guest
- Speak to ONE audience



Experience-Driven

- Music, themes, interactive elements (game)
- Utilize others/groups: Example: local artist, chef, etc.
- Make it memorable



Examples Of Out of the Box Open Houses

FIRST LOOK VIP EVENT

Concept: Make it feel exclusive before it hits the mass market

NEIGHBOR-ONLY OPEN HOUSE

Concept: Turn neighbors into your marketing army

SUNSET / TWILIGHT EXPERIENCE

Best for: Waterfront, golf course, luxury

PET-FRIENDLY OPEN HOUSE”

Concept: Tap into pet lovers (huge audience)

HOME + DESIGN EXPERIENCE”

Concept: Help buyers visualize living there

How:

- Bring in:
 - Interior designer
 - Stager
- Set up:
 - “Design stations”
 - Before/after boards



Caption

More Examples

COFFEE & COMMUTE OPEN HOUSE

Best for: Working professionals

How:

- Host 8–10 AM weekday
- Offer:
 - Coffee bar
 - Grab-and-go breakfast

WINE & WALK-THROUGH

Concept: Relaxed, social environment

LIVE SOCIAL OPEN HOUSE”

Concept: Turn it into content + reach

How:

- Go live on:
 - Facebook
 - Instagram
- Walk through property live

Why it works:

- Reaches buyers who don't attend
- Creates reusable content



Caption

Food Truck, Wellness Theme, Theme Events, Games (Scavenger Hunt, Poker Run)

Promote It Like an Event

- Social, email, Google Business Profile
- Promote experience—not just house
- We will be showing you Marketing the open house/event next class on June 30th.

