

Open House Strategy Series

Maximizing Exposure: MLS & Digital Promotion



MLS INPUT STEPS – Open House Activation

- Log into your MLS system
- My Listings → Select Listing → Add/Edit
- Under Select Form Click Open House
- Enter Date/Time → Mark Public → Save → Verify Syndication

Open House Activation For Other MLS Systems Such as Flex May Use These Steps:

Menu → Add/Edit → Open House

Select Listing → Enter Details → Mark Public → Save*

*May ask “Verify Syndication”



Digital Promotion Strategy

- **Social Media (examples)**

Instagram Reels | Facebook Post and Events | LinkedIn | TikTok | YouTube

Use location tags, hashtags, and strong CTA (call to action)

- **Email Marketing** (Mass Emails as in Bold Trail. Class Recording in AG Resource Center for emails. If you need additional help with Mass Emails please contact Gina or Karen).



FACEBOOK STEPS (Most Important for Open Houses)

1. Go to your Facebook Business Page
2. Click **“Events”**
3. Click **“Create New Event”**
4. Choose **“In Person Event”**

Add:

- Event Name: *“Open House in [Community/Area]”*
 - Location: property address
 - Date + Time
5. Upload **listing photo (NOT flyer)**
 6. In description paste:
 - 2–3 sentence property highlight
 - Price
 - Key features (pool, waterfront, etc.)
 - “Join us this weekend!” CTA
 7. Click **Publish**

Promote the Event

1. Click **“Invite Friends”**
2. Share event to:
 - Your personal page
 - Local community groups (VERY important)
3. Click **“Boost Event”**
 - Target: 10–15 mile radius
 - Budget: \$10–\$25 total
 - Run: 3–5 days before

Day Before + Day Of Posts

- Post: “OPEN HOUSE TOMORROW”
- Add:
 - 1 strong photo
 - Address
 - Time
 - “Stop by!” CTA



INSTAGRAM (Visual + Attention)

Post #1 – Announcement (5–7 Days Before)

1. Create a **carousel post** (3–5 images)
 - Photo 1: Best exterior shot
 - Photo 2–4: kitchen, living room, feature
2. Caption formula:
 - Hook: “🔥 New Open House This Weekend!”
 - 1–2 feature highlights
 - Address + time
 - CTA: “DM for details or stop by”

Post #2 – Reel (2–3 Days Before)

1. Open Instagram → Reels
2. Record quick walkthrough (10–20 seconds)
3. Add:
 - Text overlay: “Open House This Weekend”
 - Trending audio
4. Caption:
 - Short + simple
 - Include location + time

Stories

(HIGHLY IMPORTANT)

Post 3–5 stories:

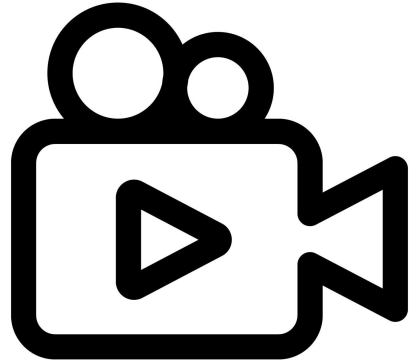
- Countdown sticker (day before)
- “Swipe/DM for details”
- Behind-the-scenes setup



TIKTOK (Optional but Powerful)

Quick Walkthrough Video

1. Film vertical (10–15 seconds)
2. Show:
 - Entry → kitchen → best feature
3. Add text:
 - “Open House in [City]”
4. Use trending sound
5. Caption:
 - “Open House this Saturday 12–3”



LINKEDIN (Professional Sphere)

Simple Post

1. Write:
 - “Hosting an Open House this weekend in [Area]”
2. Add:
 - Why it’s a great property/investment
3. Include:
 - Address + time
4. Add 1 clean photo





YOUTUBE

Do a Quick Walkthrough Video

Upload 1–3 minute video on YouTube (can be done from App on phone)

1. Sign in to your account. Tap CREATE. Upload Video. Allow access to photos if asked and next.
2. Title:
 - “Open House Tour – [Address/Area]”
3. Description:
 - Features + open house time + your information
4. Audience: Select NO for kids.
5. Visibility: PUBLIC (everyone can find it) UNLISTED (only people with link can find it) PRIVATE (only accounts you invite)
6. Tap UPLOAD
7. Tap SHARE and COPY the link to utilize on Facebook, Emails, Text, or other marketing.

*This is not a full video of your listing this is to get people to the open house.



Suggested Timeline

7 days before: MLS + Email Blast + Facebook Event + Instagram Post

3 days before: Reel + Boost Event

1 day before: Reminder posts

Day of: “Happening Now” post

TIMELINE DEPENDS ON HOW MUCH TIME YOU KNOW BEFORE. PRE MARKETING IS A MUST AND CAN BE DONE SOONER WITH REMINDERS. KEEP IN FRONT OF THEM.

CRITICAL MISTAKES TO CALL OUT

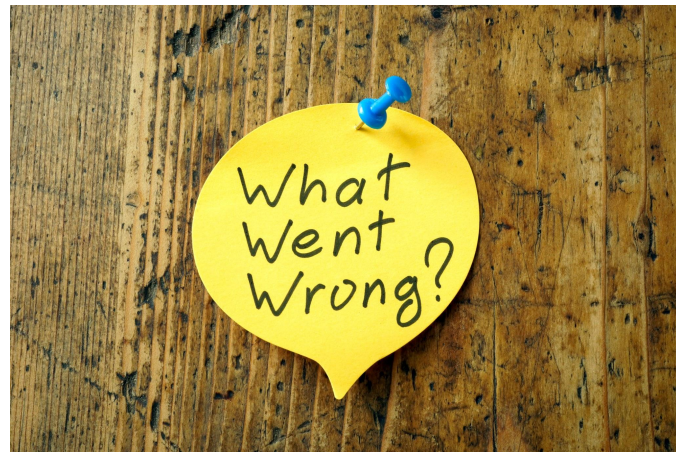
Not creating a Facebook Event and posting in community groups

Posting ONLY a flyer (low engagement)

No video content

No CTA (“come see it”)

Posting once and stopping



IMPORTANT

If you only do TWO things—Updated in the MLS & create a Facebook Event, boost it (can be done through MAXCENTER), and post a Reel—you will get more exposure.



More Valuable Information on marketing your open house



Marc Creach

Sr. Loan Officer

NMLS ID:980636

[Apply Now](#)



(440) 567-8555



mcreach@lower.com



Visit My Website



950 N Collier Blvd Suite 405, Marco Island, FL 34145



OPEN HOUSE STRATEGY SERIES – CLASS 3

LEAD CAPTURE & SYSTEMIZATION USING TECH TOOLS

JULY 14TH AT 2PM (WILL BE RECORDED)

IMPLEMENT A STREAMLINE PROFESSIONAL SYSTEM FOR CAPTURING EVERY VISITOR. LEAN HOW TO USE MODERN TECH TOOLS INCLUDING THE OPEN HOUSE APP.