

# Showings and Open Houses

## Showing Your Good Side

Who doesn't want their home to look their best for company? And while prospective buyers aren't "company" per se, they are VIPs. So naturally you'll want to show them your home in its very best light.

Presenting your home, either through a showing or an open house, is an important part of the selling process. Not to be confused with marketing your home, showings and open houses are simple, but effective tools for giving interested buyers a closer look.

## Showings and Open Houses

A showing is a scheduled appointment that gives a potential buyer the opportunity to tour your home. For security reasons, it's best to let your agent (or the buyer's agent) be present during the home showing. You, however, should not be present.

Find something to do away from your home during the time of the showing. The presence of an owner makes some buyers uncomfortable and they tend to hurry or fail to ask questions. And because traffic congestion and other factors can throw off the appointment time by several minutes, it's best to leave a bit before the appointed time. Allow some extra time before returning home, too.

If you must remain, be courteous and inconspicuous, and don't feel the need to make conversation. The buyer's agent knows what the buyer is looking for, so let him/her discuss your home's features and answer any questions.

An open house is exactly that. It's opening your home for any number of buyers to walk through and view its features. An open house is scheduled for a designated period of time, usually several hours. The open house should be held during a time that's convenient for you, but also flexible for busy buyers. Your Eliason Realty listing agent will work with you on the specifics of the open house and s/he will handle all the details, including hosting duties.

## The Marketing Difference

Different than showings and open houses, marketing (which will be taken care of by your Eliason Realty agent) is a strategy designed to inform as many people as possible about your home. Eliason Realty can create maximum exposure for your home through our Web site, home books and other marketing tools. This unique combination of services means your home is actively marketed every single day until it's sold. That's our service guarantee.

And because 80 percent of home buyers use the Internet in their search for their next home, you should work with an agency like Eliason Realty; one who will showcase your home online, using loads of information and feature details, as well as plenty of photos. That way, online shoppers can have a virtual preview of your home before taking an in-person tour.

## Being Ready

Your Eliason Realty listing agent will give you as much advance notice as possible when a prospective buyer wants to view your home. Similarly, other agents who are part of the Multiple Listing Service (MLS) will make appointments through your listing associate (or directly with you if that's the standard for your area).

However, it's best to ensure that your home is ready to show at all times. You don't want to turn away a potential buyer simply because you're under prepared!

Before each showing, you'll want to:

- Turn on all lights, even during the daytime, including outside entrance, closet, basement and attic lights. In addition, open all drapes and blinds.

- Turn off the television, stereo and radio. (Easy listening music is okay).
- Build a fire in the fireplace if it's in season. If not in season, make sure the fireplace is clean.
- Place pets in a fenced yard, take them with you or ask friends to keep them since some people are allergic to or afraid of animals.
- Repair any damage caused by pets and check for pet odor.
- Display an arrangement of fresh flowers, hang decorative hand towels in the bathroom and place an attractive tablecloth on the dining room table. (The point is to present your home so that potential buyers can easily imagine themselves living there.)
- Clean windows and mirrors.
- Clean the kitchen and bathrooms.
- Clean or vacuum floors.

In the event a potential buyer drops by unannounced and unaccompanied by an agent, it is best not to show your home. Ask for his/her name and phone number. Inform the person that you'll give their information to your Eliason Realty listing agent for follow up. Your agent is trained to screen interested buyers so you don't waste time showing your home to someone who's not qualified to purchase it.



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