

Revitalizing the open house

The open house is a traditional part of promoting homes that are for sale, but these days there are creative, fresh ideas for executing a successful open house.

"You can stay ahead of the competition by utilizing the growing number of resources that are available to market open houses," said Jim Dohr, president of Coldwell Banker Gundaker. These simple, cost-effective methods can increase the number of buyers to your open house.

There's an app for that. Agents can advertise open houses on a host of popular real estate Web sites, but there are apps that enable you to take online promotion of your home to a whole new level. You can also promote your open house on Facebook and Twitter.

Schedule smart. Be observant of the days and

times that your neighborhood typically receives the most traffic, and then work with your agent to schedule your open house events during those days and times.

Up the "glam" factor. Your agent should create a glossy listing sheet and distribute copies during the open house. You can also place the sheets in the "Take One" boxes typically outside of the home during your big day. You may also want to add a couple balloons and fresh flowers outside your home to attract more attention.

Coldwell Banker Gundaker, the leading residential real estate brokerage company in St. Louis, operates 23 offices with nearly 2,000 sales associates serving metropolitan St. Louis and east-central Missouri. For more information, please visit www.cb Gundaker.com.

