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REVITALIZING THE OPEN HOUSE *Innovative Tips to Generate Buzz Around the Big Event*

ST. LOUIS, MO (June 27, 2011) – 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. “Not only are they effective, many of these resources are inexpensive or even free. It’s truly a win-win.”

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. For example, Coldwell Banker Real Estate LLC recently released its new App for iPad, which allows users to view Coldwell Banker “On Location” videos of listings. The App also delivers Yelp! neighborhood ratings and thousands of property tour videos. 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. This way, the open house sign can attract the attention of potential buyers driving through the area or catch the eye of friends visiting your neighbors.
- **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. Coldwell Banker Gundaker is part of NRT LLC, the nation’s largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy’s company-owned real estate brokerage offices. For more information, please visit www.cb Gundaker.com.

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