Did you know that 45% of all buyers use open houses as part of their home search? An open house is still one of the most effective ways to get buyers "in the door."

Consider these facts from the NAR Profile of Home Buyers and Sellers—2012:
- 45% of buyers used the Internet to search for open houses
- 55% of agents used an open house to market their listing
- 91% of home buyers and sellers found open houses useful as an information source during their home search
- 83% of agents do not use direct mail to market their home listing (in other words, it’s easy to stand out if you use print marketing.)

Create a captive audience
You’ll need more than just balloons on a sign to attract today’s prospects. Market Leader can transform you into a superstar listing agent with the right tools to successfully advertise your open house. They’re already in your Market Leader system!

**TIP 1** Use direct mail
Market your open house with our eye-catching “Just Listed” or “Open House” postcards, located in your Market Leader system. They’re easy to produce, cost efficient, and simple to mail. You’ll stay top of mind with your sphere, and be recognized as the neighborhood expert.

**TIP 2** Email contacts
Don’t have a mailing address for your contacts? Your Marketing Center makes it a snap to automatically send an email version of your postcard.

**TIP 3** Post your open house on Craigslist
Market Leader makes it easy to produce timely, effective Craigslist ads that will bring out interested buyers from your area. Use the Craigslist posting tool to announce your open house. Link the ad to your website, include photos, and get data about online visits and registrations generated by your post.

**TIP 4** Leverage social media
Post an open house announcement and include your postcard or flyer on your Facebook, Twitter, website, and blogs. Create a link to drive consumers directly to your listing, so that you can generate leads and engage with your contact base.

**TIP 5** Give guests a handout
Produce beautiful flyers and effectively showcase the home. Change the text, images, and maps with just a few clicks. Plus, you can include your contact information and photo to stay top of mind.

**TIP 6** Reach out to neighbors
Invite neighbors to attend your open house. By speaking highly of the neighborhood, they’ll improve your chances of making the sale. Your Marketing Center offers professional door hangers to announce your open house and help expand your local contact base.

**BONUS TIP**
Market 4 days prior
To ensure the best response, start posting your open house online four days before your open house. If you’re sending a postcard, make sure it’s mailed with plenty of time to hit your contacts’ mailboxes about four days before the open house.

Power your brand with Market Leader
Visit your Marketing Center for all the tools to make your next open house a success!

Watch how-to videos:
www.marketleader.com/agent-steps-to-success#MarketingTools