

Strategic Real Estate Coach Presents

The Property Launch Checklist

Ready to sell? Use this checklist for your next open house and have people lining up to get in. It's all about creating a huge buzz by using scarcity and an irresistible offer to make your houses sell fast. You can use this yourself or print it out and hand it over to your realtor.

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- 1. Create a Giveaway for the Open House**
Use a raffle to entice people to attend the open house, even if they aren't looking to buy! More foot traffic will create more urgency for the actual buyer.
 - 2. Write Email Copy for your Buyers List and Send**
Be strategic about when you send. Friday afternoons and Saturday mornings are great, and then have your open house on Sunday.
 - 3. Write Multiple Facebook Ads**
Facebook ads can get lost in the shuffle of other posts, so make sure you've written a few different versions of your ad to post multiple times.
 - 4. Send Text Blast**
If you have a phone number database, write a text announcement and send to your list.
 - 5. Purchase Giveaway Prizes**
Think of something that's really going to get people in the door to see your property. Some examples: a spa package, an iPad or an Amazon FireStick.
 - 6. Rent "Birthday" Yard Signs**
Gnomes, flamingos, balloons, penguins, even hire a guy in a monkey suit. This may sound cheesy, but it works.
 - 7. Purchase Patio Bistro Set**
Part of your "Total Home Bonus Package." Give this to a buyer that makes a qualified offer that day or within a few days of the open house.
 - 8. Purchase Lawn Mower**
Include a lawn mower in the bonus package as well. Think of what a homeowner would need for a new home and provide it for them.
 - 9. Purchase Flat Screen TV**
Everybody loves a nice big flat screen! Include this in your bonus package. You can also purchase items like a grill or washer and dryer.
 - 10. Create Flyers for the Giveaway and "Total Home Bonus Package"**
Print these out and use them at the open house to inform or remind attendees and create even more urgency!
 - 11. Bring Tables, Chairs and Linens**
Two 6' tables: One for brokers and collateral, the other for food, more information, flyers, etc.
 - 12. Bring Food and Beverages**
Coffee (regular and decaf), pop, bottled water, plastic cups, bagels, chips, cookies, cream, sugar, stirrers, etc.
 - 13. Have Mortgage Brokers On-Site**
Have mortgage brokers/loan officers on site to pre-approve on the spot.
 - 14. Don't Forget Raffle Tickets**
Use them for the giveaway.
 - 15. Create and Setup a Cell Phone Capture Number**
Having access to cell phone capture software, like Buyers on Fire or Instant Customer, will allow you to capture leads for your next open house!