

## 6 steps to attracting 60 visitors to your next open house

After more than 20 years in real estate, I've learned that the most cost effective and efficient way to generate new leads is hosting open houses. My team and I have organized almost 500 open houses between 2011 and 2015, with an average attendance of 146 registered families. We always try to see if we can get so many people that someone calls the cops about all the parked cars. We got pretty close when we reached a record 512 families at a single home. It took some trial and error, but we believe we've perfected the practice of a successful open house. Here are the steps to packing in the crowds at your next open house. Be picky when choosing a locale Choosing a house seems like the first decision in the process, but before you decide on a house, you need to think about the specifics of what works and what doesn't for the event. The perfect place for an open house isn't necessarily the first house on your brokerage listings. Find a home that is close to major ro...

Source: [click here](#)