

Location! Location! Location!

Location #1

2 Turn Rule-Keep the home as close to main roads as possible. 2 turns from any major road is maximum! If you take them through a maze to your Open House, chances are they will stop at another home and never get to yours!



Location #2

Potential Buyer Density (PBD)-Find those who are "most likely" to buy in the subdivision. Renters who live in the same size or smaller homes are ideal. Also look for the Homeowners who have lived in their home 2+ years, with a house 500 square feet smaller than the one you are holding open. Aim for 100 houses to fit this criteria or you are in the wrong subdivision.



Location #3

Actives, Pendants, and Solds-Look at the neighborhood stats and see if homes are moving. If the area has not seen a sale in the last 90 days, rethink your house. Choose the house based on the numbers; no sales, no Open House.