



## Have a *weeknight* open house

Warmer nights and longer days encourage people to stay out longer. Once you decide to sell your home, consider a weeknight open house! A weeknight open house occurs between 4 and 8 p.m. and is worth considering to reach buyers from a different angle.

### *Advantages*

- **Sellers and buyers like evenings.** Many sellers find a weeknight showing is less disruptive to their schedule than a weekend open house. It's also easy for buyers to stop by after work.
- **You have less competition.** Most people show their homes during the weekend. Weeknight open houses attract more serious buyers and fewer looky-loos.
- **They stand out.** A weeknight open house may attract more potential buyers because they're uncommon.

### *Tips*

- **Highlight the night.** Weeknight open houses can focus on features often overlooked during the day, like backyard lighting or an amazing view of the city.
- **Use brighter signs.** Use backlit or lighted signs for a festive touch.
- **Provide refreshments.** Serve some snacks and drinks to keep it simple and light. When you go for a more luxurious feel to the event, send out invitations or hire a caterer.

If you want to look into selling your home, [give me a call](#). I'll review the best options for making your home stand out.