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Have a *weeknight* open house

Warmer nights and longer days encourage people to stay out longer. If you’re thinking about selling, consider a weeknight open house! A weeknight open house occurs between 4 and 8 p.m. and is worth considering if you want to reach buyers from a different angle.

*Advantages*

* **Sellers and buyers like them.** Many sellers find a weeknight showing is less disruptive to their schedule than a weekend open house. It’s also easier for buyers to stop by after work.
* **They have less competition.**  Most people show their homes during the weekend. Weeknight open houses attract fewer looky-loos and more serious buyers.
* **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 landscape lighting or an amazing view of the city.
* **Use lighted signs.** Use backlit signs or lighted signs for a festive touch.
* **Provide refreshments.** Serve some snacks and drinks to keep it simple and light. Or, if you’re going for a more luxurious feel to the event, send out invitations or hire a caterer or a DJ.

Thinking about selling? Give me a call to discuss the best options for making your home stand out.