



**A playbook for planning
and executing successful
open houses.**

OPEN HOUSE PLAYBOOK



The Dos and Don'ts

An open house is more than just an event; it's our chance to create excitement, build trust, and show customers the best of what we offer. To keep that energy high and ensure every detail works in our favor, we've put together a simple list of dos and don'ts to guide your team toward open house success.

Dos

- ✓ **Plan Ahead (3 Months):** Market with flyers, email blasts, social media, and word-of-mouth.
- ✓ **Keep the Atmosphere Simple:** Balloons on signage, burgers, hot dogs, bottled water, soda, donuts, and chips.
- ✓ **Staff for Success:** At least 5-6 team members + RVP plus factory rep(s).
- ✓ **Engage Customers:** Keep all homes open for self-guided tours; run factory tours every hour.
- ✓ **Leverage Hotel Stays:** Book visitors into local hotels to increase the number of serious buyers.
- ✓ **Time It Right:** 4-5 hours (11 AM-3 PM), ideally in September or early spring.
- ✓ **Build Excitement:** Advertise as a 'Black Friday for Homes' with one-day-only specials.

Don'ts

- ✗ Don't host with fewer than 5 staff or at a location that isn't event-ready.
- ✗ Don't bring in multiple lenders - one lender is the maximum.
- ✗ Don't allow lenders to run credit apps on-site.
- ✗ Don't promise giveaways or financing you can't control.
- ✗ Don't over-complicate with music, distractions, or elaborate catering.
- ✗ Don't overdo events - once or twice per year keeps excitement alive.
- ✗ Don't reveal discount details too early; suspense builds value.



Keys to a Winning Open House

Every successful open house follows a simple formula. While each location and team brings its own style, the same core elements consistently drive attendance, excitement, and results. These four keys provide a proven framework to help every event run smoothly and deliver maximum impact.

01



Plan Ahead

Start planning at least three months in advance. Align corporate and local marketing, confirm staffing needs, and coordinate with partners early.

02



Build Buzz

Promote the event with corporate campaigns, local outreach, and personal engagement. Frame it as a “one-time” opportunity to create urgency and excitement.

04



Close with Impact

Leverage event-only pricing, special incentives, and strong follow-up. Ensure customers leave feeling like they got a rare opportunity they don't want to miss.

03



Engage on Site

Set the stage with clear signage, balloons, and food to make the event feel inviting. Staff the event with enough people to manage peak traffic, and highlight access to experts across the business.