

Who's Who in the Open House Zoo?



By Brian Madigan LL.B.

You might wonder who attends Open Houses and whether they are worthwhile?

Basically, there appear to be five categories:

- The interested party
- The agent
- The nosey neighbour
- The prospective buyer with an agent
- The tourist

1) The Interested Party

This is someone who has undertaken a little research, and has made a decision to attend your Open House. This is someone responding to an advertisement, so they already have some idea about the place, and are likely to be reasonably qualified to purchase.

2) The Agent

The agent will have a significant interest in the property. Although this may be a very quick 2 minute run through, this could be very valuable. It certainly doesn't

take long for a knowledgeable agent to get an impression of the house and quickly consider their prospective purchasers. If they like the property, they will certainly be back with buyers.

3) The Nosey Neighbour

First of all, don't discount the nosey neighbour. They have friends, and sometimes their friends will have asked them to watch if any good properties come up in their area. So, it's not just noseyneess that brings them in. If they like what they see, they'll tell somebody, and the more people talking about your house, the better.

4) The Prospective Buyer with an Agent

This is one of the best attendees you can have. Here is someone out to buy a property and they have decided to look at yours. If they like it, you will likely hear from them soon.

5) The Tourist

Yes, there really are people who just like to go around looking at houses. They look at all houses: small houses, large houses, well-kept houses, run-down houses, million dollar houses, and ones that are worth just a little over \$100,000. They like to be critical. They like to comment that the property is overpriced and they like to pick up decorating ideas. Actually, they find it cheaper and more interesting than going to the mall. They never buy anything, ever!

So, do they provide any useful service? Sometimes, they arrive at the same time as other people and create a busy atmosphere. This is good! It makes your property look like people are interested in it.

In summary, all attendees provide some kind of useful service, however, the people you really want to see are those who arrive in response to an ad, those with an agent and of course, the agents themselves.

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