



where NYC homeowners live

The Ultimate NYC Open House Guide for SELLERS (Part 3): Showtime

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On the day of your open house, your agent needs to do more than babysit the sign in sheet and hand out business cards.

For the final installment of our 3-part open house guide for sellers, we put together this round-up of best-practices advice so you know what your agent ought be doing on the big day.

“Be as **warm to other brokers** as to potential buyers, especially if there are other similar apartments for sale in the building: “I would be way less likely to bring my customer to an apartment if that broker was a jerk to me at his or her open house”
- Kathryn Swift, BARAK Realty



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