

Home Opens - The Great Debate

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Tuesday, 02 June 2009

I write this column after looking through the paper at the amount of home opens this weekend. A lot of people are convinced they are the best tool in selling a home while others have different theories however my point today will no doubt be a discussion topic over dinner. Personal I am for showing qualified buyers through a well priced property rather than spending time showing off a vendors property to neighbours and unqualified buyers.

Yes you might get plenty of people through the home but are they genuine buyers or purely just timewasters. I am sure the vendor that has spend hours getting the home open ready on a Saturday only to be told after the home that there were a few people through who were mainly neighbours and the odd person that is doing the rounds knows that feeling of being let down.

The other added issue with home opens I see is security. How can an agent be in two places at once if there are more than 2 clients in the home. Most vendors have valuable items but ask yourself this, will the insurance company pay if something goes missing?

With technology increasing and the internet a powerful tool in selling real estate where buyers can find everything on the click of a mouse, I ask you are home opens the best method to sell your home?

My personal opinion is that why let unqualified buyers into your home which is what your doing. Because an agent isn't doing home opens all day and every weekend doesn't mean that they are not working in your best interest. It means that they are making sure that inspections that happen are to clients that can actually afford to purchase your home and that are qualified.

Overall it really comes down to the individual and what beliefs they have been bought up with regarding this. Houses have sold from home opens and some agents will tell you that you need your home open to attract buyers but with the internet and other marketing tools will there be a future for home opens. Personally I think the writing is on the wall.