



**LYSI BISHOP**  
REAL ESTATE



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**OPEN HOUSES**

# OPEN HOUSE TOUR EXPERIENCE

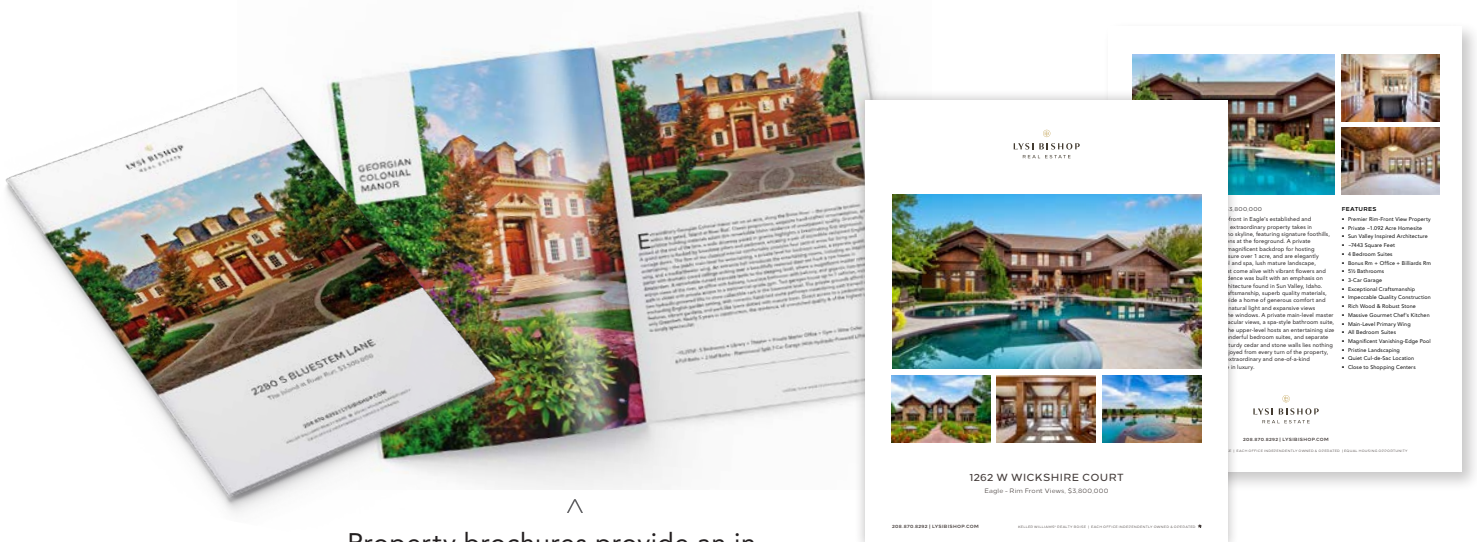
A long-standing tradition, our Sunday tours have been serving our sellers and helping buyers find their dream home for the past twelve years. Featuring a minimum of six residences each week, the goal is to introduce our listings and make it convenient for buyers to view new and interesting properties without having to schedule a formal showing. Our team selects the homes several weeks in advance and develops print & digital marketing material. We thoughtfully prepare each residence for listing and for open houses, ensuring that touring an Lysi Bishop home is an elevated experience. It has been such a success that we now have over 6000 subscribers to our tour email list, and some open houses have hosted over 200 visitors in a 3-hour window!



## OPEN HOUSE TOUR KITS

Architectural, magazine-quality, double-sided brochures, mailers, and door hangers printed on premium heavy weight paper.

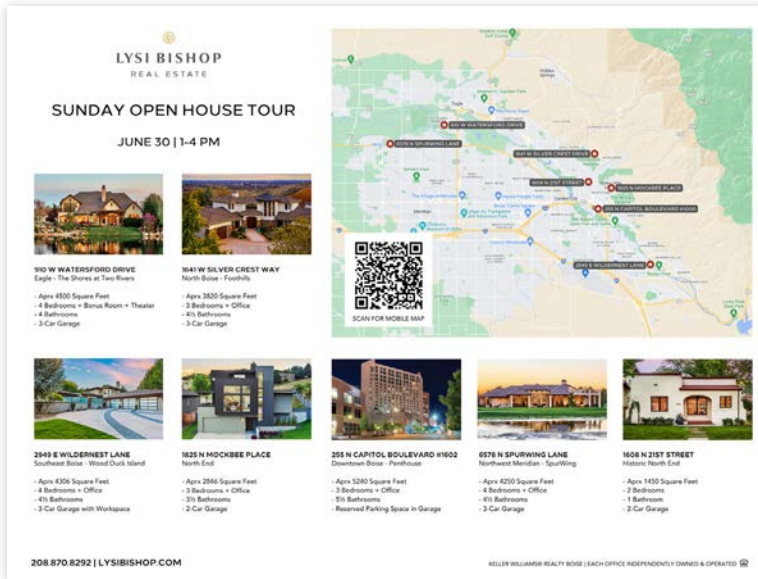
- 1 Stack of Business Cards
- 'Welcome to our Open House' Sign
- 'For Sale' Rider
- OHT Feedback Sheets
- OHT Flyers
- Property Brochures/Flyers
- MLS Home Info Sheet
- Sign-In Sheet



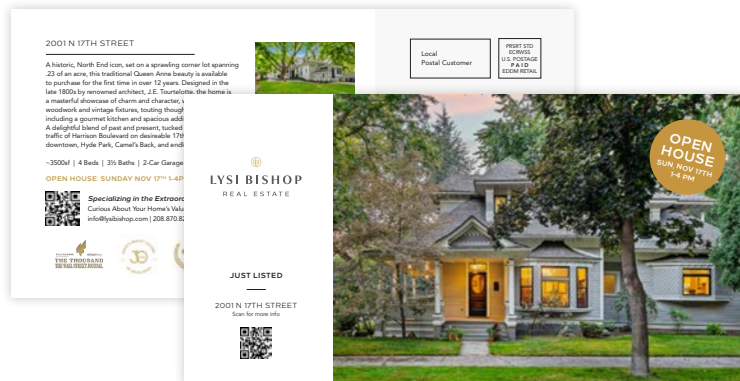
Property brochures provide an in-depth view of the home & highlights

# PRINT MARKETING

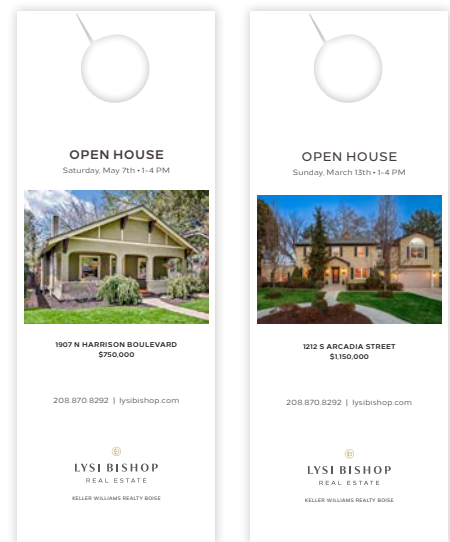
Architectural, magazine-quality, double-sided brochures, mailers, and door hangers printed on premium heavy weight paper. Our full-time, in-house design team creates stunning & informative print material.



< Open House Tour Flyers are distributed at all of our Open Houses for a smooth & seamless experience.



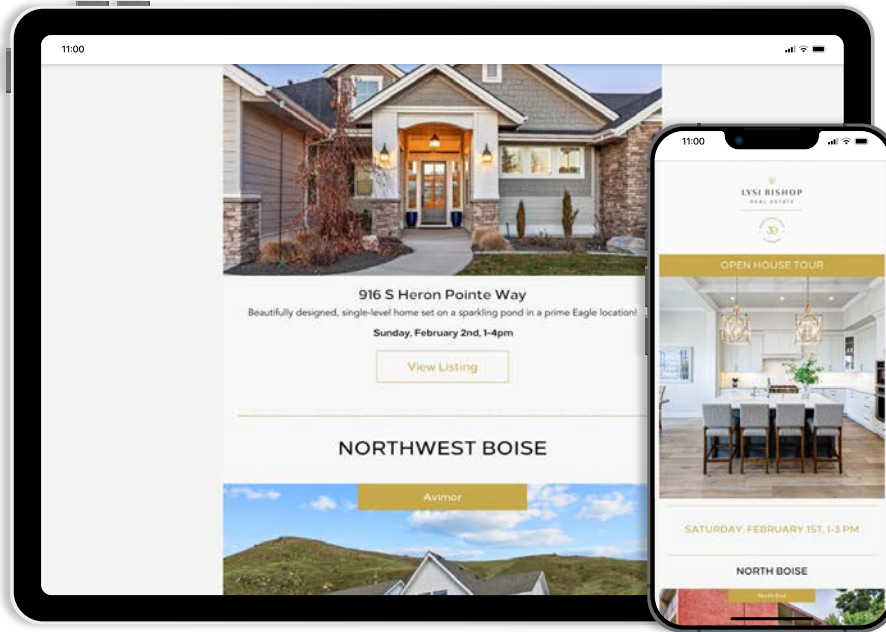
Mailers promote Just Listed properties, delivered to mailboxes all over the valley. These mailers also keep us top-of-mind and showcase our flourishing business.



Door hangers promote Open Houses and provide agents with an opportunity to meet neighbors, make connections, and open conversations about home values & the local real estate market.

# DIGITAL MARKETING

Our Open House Tours feature new and current listings, and they have become a popular, well-known brand offering. Our followers & subscribers receive home tour details each week through both social media & email campaigns, often bringing hundreds of visitors through our open houses. This brings top-level exposure and high-quality leads.



< Email campaign promoting our Open Houses, delivered to over 6,000 subscribers weekly.

Weekly Instagram Story posts promote our Open Houses to nearly 5K followers. >

