

Registering Your Property for *Marketing Madness & Open House Tours*

1. Pick area and tour date (per schedule).
2. Select the property in that area you wish to hold open. (limit 2 houses per REALTOR per week)
3. Log on to RMLS.
4. Click on “modify or add new listing” from your home page (located on left side of screen).
5. Key in the MLS # of the listing(s) you plan to hold open and click on GO.
6. Select “Open House”.
7. Click on “Add an Open House”.
8. Note several highlighted fields .
9. Complete the information to place your property on tour.
 - Open House type select: Open House is MLS wide.
 - Open House date is date listed on schedule for that area.
 - Open House time is **10:15 a.m. until 1:00**. (houses must be open during these times)
 - Open House office phone: recommend cell # of listing agent or person sitting the open house.
 - Open House status – “Active”
 - Refreshments – Y or N
 - Directions: please be sure the directions are **accurate and easy to understand**. Better to use N, E, S, or W and not right or left.
 - Remarks – if there is a gate code; if you are offering any incentives for agents to stop by; or any unusual information deemed necessary.
 - Incentives – totally optional, some examples: \$25 cash prize, gift certificates, lotto tickets, free golf, you get the idea.
10. Be sure to click on “Submit” when finished so that it is registered.

Important guidelines

Open House

Each REALTOR is responsible for registering their listing in the open house tour.
Deadline for registration is 4:00 pm the day before the scheduled Open House!
Please see calendar for Open House dates to make sure you don't miss the deadline.
Listing agent must be present at Marketing Session prior to the scheduled Open House.
If you are not present, your house will be marked as closed for that day.

Marketing Session

Sessions start promptly at 8:30
Those present may pitch a listing; One 30 second pitch per REALTOR
Wants and Needs may also be presented during the Marketing Session
As we announce listings held open, the listing agent will state if the house will be open, announce any incentives, and/or special instructions such as gate codes, etc.