



HOSTING A GRAND REVEAL

We've got some advice and guidance when it comes to hosting a successful Grand Reveal for your luxury listing!

When it comes to hosting a Grand Reveal, you want to think of unique and innovative ways to show off the features of the home you are trying to sell. Another key factor to a successful event is making sure guests stay a little longer.

EVENT IDEAS

WHAT ARE THE HOMES' BEST FEATURES & WHO ARE YOUR PROSPECTIVE BUYERS?

What features could you highlight that benefit the home and getting prospective buyers to the property?

- **WINE CELLAR** - Host a wine tasting and ask a sommelier to join with interesting and rare wines for your guests to taste. Great for your more mature audience.
- **POOL/BACKYARD** - If targeting families, have outside activities and refreshments for children ready! You could have branded inflatable beach balls floating in the pool and frozen push pops available.
- **BEACH FRONT** - Have a sunset watch party with champagne and strawberries. Ask a photographer to join to take sunset photos on the beach - your guests will love the attention and you'll have social media images to post later.
- **GARDEN/BACKYARD** - If targeting a mature audience, hire a live band to play in the garden or an artist do a live painting of the scene.
- **EQUESTRIAN** - Have a horse trainer at the event to show off the properties' horses or partner with a local stable to put on a show.
- **OPEN HOUSE CRAWL** - Team up with other agents! Similar to a bar crawl, have a champagne caravan that takes guests to several similarly priced luxury homes. Each home would offer something a little different once the guests arrive. This would appeal to the Gen X and Millennial audience.
- **EXPERIMENTAL THEATRE** - Make this an "instagramable moment" for your guests by hiring performers. You could contact your local art and dance studios or even your creative friends - you would be surprised with how many local artists want to share their talents! This would appeal to the Gen X and Millennial audience.
- **GENERAL IDEA** - Have mimosas and an elegant color themed theme. Make sure the color scheme is found throughout the event, from the presentation to the printed collateral and the balloons attached to the sign on the yard.

MAKE THEM STAY LONGER... REFRESHMENTS AND FOOD.

Think beyond the cheese platter, especially if the home is \$1 Million+.

- **CATERING** - Try making partnerships with local brands or catering services, so they provide the food, the drinks and the waiters in return for the exposure to possible future clients not only by featuring their services but also having their logo displayed on the invitation.
- **PERSONAL CHEF** - Have them cook something on the spot right there in the kitchen.
- **MIXOLOGIST** - Have them available to mix specialty drinks by the pool. A signature cocktail is a unique and fun addition!



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