

Open days a real success

PROPERTY open days are proving a great success, reports one local estate agent.

Karen Townsend, who has co-ordinated a series of open days for Robert Ellis over the past couple of months, said: "We have held open days at properties at Bennett Street, Brecknock Drive, Newbery Avenue and have had people confirm interest in all these properties after visiting them on the open days.

"We have found more success having individual open days rather than trying to hold open days on all the properties we have for sale over one weekend, which is something other agents have tried. We do not charge our clients to hold an open day - we see it as being very much part of the marketing strategy for certain properties.

"Our open-day package includes Hot Property adverts, features on web sites, special signs on the 'for sale' boards, large displays in the branch and supporting PR articles."

The next open day will be held on



November 20 at a pair of new semi-detached houses on Bennett Street, Long Eaton. Robert Ellis believe the houses have "the most spectacular living kitchens in Long Eaton and the surrounding area".

Robert Ellis have further Open Days planned for properties in Douglas Road, Bronte Close, Lawrence Street and Owen Avenue.



FOR SALE: The next Robert Ellis open day will be held on November 20 in Bennett Street, Long Eaton.