

January 31, 2011

Super Bowl Sunday: Good Day for Open Houses?



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Hallmark Sotheby's Realty Home sellers and buyers expect Sunday open houses, but when it comes to Super Bowl Sunday, things can get a little dicey. There are some determined buyers (and perhaps desperate sellers) who are willing to venture an [open house](#) on Feb. 6. And why not? After all, the game doesn't start until the evening, after most open houses have ended.

But some agents say the [traffic](#) just might not be enough to warrant an [open house](#) even though late January and early February is when listing activity begins to pick up in some markets, now that the holidays are behind us.

One positive aspect to having an open house on Super Bowl Sunday is that you're reaching the non-football fans. Some agents also believe that each home that does have an open house just may get a higher amount of foot [traffic](#) due to the lack of competition, since there will likely be fewer open houses on this Sunday in particular.

"Late January has always been the start of the spring market," says Coldwell Banker agent Judith Weiner, who on Jan. 30 set another agent's \$524,000 [open house](#) from 11 a.m. to 1 p.m. at 1082 North Ave. in Highland Park, Ill., in suburban Chicago, where Bears fans are saddened that their football team missed heading to the Super Bowl after its championship loss to the [Green Bay Packers](#).

"As we found out [with the Sunday of the championship game] people will come out to an [open house](#) that early so that they have the rest of the day to enjoy with family. Even that weekend people were out looking at homes, but just not during the football games," Weiner told AOL [Real Estate](#).

"Sunday's are the best day to have open houses, regardless of what is going on because people



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have more time on a Sunday, and because there could be work going on at buildings during the week," says Susan Wires, a senior VP with Stribling who had the first open house for a [one-bedroom condo in a doorman building at 255 Hudson Street](#) in New York this past weekend. "Also, we cannot show [apartments](#) after hours on weekdays."

Perhaps it all depends on the market and the type of residential home. Jackie Williams, president of [Sterling Realtors](#), in Middletown, Conn., says there are some Sundays she will steer clear of, and Superbowl Sunday is one of them. "I've been doing this for 25-plus years, and I've never had an open house on Super Bowl Sunday," said Williams. "Not because I'm a huge football fan, but no one comes out, even though the time is much earlier for open houses than the actual game time on Super Bowl Sunday. I have had agents who have insisted that their clients want the exposure, and it has been a huge waste of time and advertising dollars."

And even best-laid plans can put a damper on an open house. "The activity for high-end homes is modest at best, but it is awful at this time of year because of the freezing cold weather and difficult traveling conditions," says Williams who has a [\\$4.65 million, 5-bedroom, 5 3/4 bedroom listing in East Lyme, Conn.](#) "We were planning to have a Broker's Open for agents to view this property this weekend, but when we found out that yet another snowstorm was hitting Connecticut, we canceled. I don't know about other Realtors in New England, but this weather

starts and stops our activity levels. It is frustrating to our clients and our agents. Just when we hoped that the new year would bring new enthusiasm for the current sluggish marketplace, Mother Nature says 'I don't think so.'"

But a little wind and snow doesn't stop some.

"Despite the dreary weather, it's actually a great time to have an open house. With concerns about [mortgage rates](#) on the rise, buyers are out in force. We've actually seen quite a few bidding wars in recent weeks, which is unusual for this time of year," says Leslie Mann of Hallmark Sotheby's International Realty in Sherborn, Mass.

Judy Greenberg of Coldwell Banker Residential Brokerage in Buffalo Grove, Ill., chose to do an open house this past weekend for the sole reason that there was no football game scheduled. "It's a no brainer," she says.

Since there was no football this past Sunday, Greenberg felt she didn't need an early slot for her 1 p.m. to 3 p.m. open house for a [\\$836,000 5-bedroom home in Long Grove](#).

Readers, would you attend an open house on Super Bowl Sunday? (Click the gallery below to see Open Houses taking place this Super Bowl Sunday)

Gallery: [I'm Open! Super Bowl Open House Shopping](#)





Coldwell Banker



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