

Response to Yard Sign Request/Petition

1. The board held an executive meeting (11/19/24) to discuss and vote on the Open House Yard Sign Petition.
2. The board unanimously voted not to approve any changes to the current policies regarding yard signs, including "OPEN HOUSE" SIGNS. Below is the reasoning used in our discussion and subsequent, unanimous, vote of **NO**.
3. OPEN HOUSES may not be the most effective tool for selling your home because research shows that fewer home buyers are visiting open houses.

According to the National Association of Realtors (NAR), just 7% of buyers found the home they bought visiting an open house or seeing a yard sign. Not surprisingly, most buyers used websites or apps in their home search, and more than half (51%) ended up finding their new home online before buying it. That statistic jumps to 61% for twenty-somethings.

Additionally, there are other strong reasons why skipping an open house is recommended.

1. Most buyers do not visit open houses and instead use the internet to shop for homes. Many homes have been bought and sold in Overland Cove since 2018 without open house signs.
2. Open houses benefit realtors and not the seller.
3. Theft is a major concern during the open house and or targeting for future break-in. This could include neighboring residences.
4. Attracts Looky-Loos who have no intention of buying.
5. COSTS- Open houses are not only ineffective, but they can also be costly.
6. COVID-19 and other health risks. Even though the PANDEMIC has curtailed, many buyers still do not want to go into strange homes for risk of infection.
7. BOTTOM LINE- Rewind a couple of decades and open houses were one of the few ways that buyers could see homes for sale. Today, however, the internet makes it easy for buyers to search and view homes online.

Lastly, if an OVERLAND COVE resident wants to have an open house, the board does not object or oppose. Our decision is strictly regarding the use of OPEN HOUSE signs in our community.