

Publish early, publish often



This fifth in a series of primers will help you to maximize your HomesOpenToday.com experience. Please consider reading HOT™ primers 1 -4 on the HOTHQ prior to reading this primer.

[Click here to link to the HOT™ Headquarters](#) where you have access to these and other useful HOT™ related resources and information.

Click [here to go to - HomesOpenToday.com](#).

Looks like most consumers have a ‘case of the Mondays.’ A recent trend survey for real estate related web searches indicates that the highest percentage of consumers searching for properties are online on Mondays.

This information is interesting in and of itself in an abstract sense. However, in terms of maximizing your advantage for HomesOpenToday.com, it has some very practical applications.

HomesOpenToday.com was designed to allow you to publish your open homes up to two weeks in advance. This is an attempt to give you more control over when you begin advertising your open home, as well as an attempt to make sure that there is relevant information for the consumer to search for when they visit HomesOpenToday.com.

Consider... During non-holiday weekends we currently average roughly 400 open homes published to the system. 95% of those open homes are published for that weekend (with the majority of them being published on Thursdays and Fridays just prior to that weekend). At midnight on Sunday the system clears itself out, and suddenly the only listings getting exposure are those that were published in advance. On a Monday morning we typically only have 30 published open homes.

That number starts to increase as we approach the coming weekend, but the entire time those ‘early adopters’ are reaping the advantages of that increased exposure.

Prior to receiving this ‘gem’ of information on weekly traffic patterns, I had already noted this disproportional benefit in [HOT primer #4](#). In brief:

“...What is clear, however, is that the members who publish to HOT™ **early** receive a disproportional benefit from the system. Simple math would say that if the listing is published three times as long it should receive three times as much traffic. **Not so, say the metrics.** Lets take a hard example from the web statistics from HOT™. Listing A is published on Monday, and listing X is published on Friday, both for open homes on Sunday. Simple math says that by Sunday, listing A will have 3 times as much traffic, three times as much exposure. In reality, listing A has **14 times the exposure**. This pattern seems to hold well throughout the system for a variety of reasons. The progression in exposure is not mathematical, it is exponential.

Why is this? What are the implications for HOT™ users?

First, understand that HOT™ is a 'first come, first served' application. All other factors being equal, published listings will be displayed in the order they are entered. Publishing early gets you that preferred positioning near the top. Website visitors do not necessarily stay long enough to click through every listing, which of course means that they will view the initial results more often than results on later pages..."

Understanding that Mondays see the greatest percentage of internet users searching for real estate helps to inform this equation even further. There are more people searching for your listings, and less competition from other listings. Pretty simple math.

So, do yourself and your listings a favor when holding an open house. **Publish early and publish often.**

Simply point your web browser to HomesOpenToday.com, click login (use your MLS credentials), and take advantage of that increased exposure.