

Lincoln County Real Estate Open House

About the Open House:

The Lincoln County Economic Development Foundation is piloting a new project, a countywide Real Estate Open House, in June, with the goal of boosting our real estate market, attracting new residents into the area, and filling a variety of job openings. The day will provide a unique window of opportunity for individuals and families to tour multiple properties and learn more about living and working in Lincoln County.



POST ROCK CAPITAL OF KANSAS

Details

Date:

- Saturday, June 8th, 9:00am – Noon

Eligible properties to participate and cost:

- Lincoln County properties/businesses (residential, commercial, agricultural, industrial) – \$50/property
- Non-Lincoln County properties (residential only) within 0-5 miles of the county line – \$75/property

Timeline:

- May 1 – Deadline for realtors and property owners to sign-up their properties in order to fully capitalize on all marketing activities (property info and photos submitted, fees paid)
 - Properties can still be signed up after this date but no discount will be offered
- May 2-5 – Finalizing the website with all property information
- May 6 – Website goes live, launch of marketing campaign (see below)
- June 8 – Real Estate Open House, the day will also include:
 - Welcome Center – offering community info, coffee and snacks, public restrooms
 - Employers Meet & Greet – connecting employers with job seekers

Marketing Campaign:

- Website – with details on all listed properties
- Facebook Ads:
 - Kansas target markets include Salina, Junction City, KC Metro and Wichita areas
 - National target markets include bird and deer hunters and employees in key industries
- Facebook Event Page – all participating properties will be promoted through its own post
- Radio Ads – requires a minimum of 10 participating properties
- Other local outlets – including press releases to local newspapers, email campaigns, flyers, etc.

How to Participate and Requirements

If you have a property you would like to market through this unique opportunity, please:

- Fill out the online form and submit quality photos by May 1st
 - <https://livelincolncounty.com/submit-a-propertybusiness>
 - Photos that are not in focus or are of cluttered spaces will not be approved for posting
- Send your registration fee by May 1st to the LCEDF, 216 E Lincoln Ave., Lincoln, KS 67455
- Clean, prep and stage your property as needed in preparation for the open house
- Have your property open and available during the stated time for the open house
- Have questions or need assistance, contact Kelly at LcedfDirector@Outlook.com or 785-524-8954
- After the event, complete a survey so we can learn how to improve the event in the future.