

# OPEN HOUSE • EVENT •

## Open House Event by the Numbers

Our Open House event on May 4 & 5 was a great success, reaching hundreds of thousands online and in-person throughout Southern California.

### NUMBER OF OPEN HOUSES In Southern California



San Diego  
**179**

Los Angeles  
**163**

Orange County  
**197**

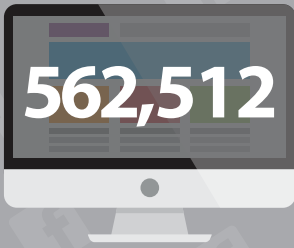
Santa Barbara  
**130**

Ventura  
**23**

=

Total  
Open Houses  
**692**

Total  
listings Held Open  
**473**



**562,512**

FACEBOOK  
Ad Impressions

FACEBOOK  
Click Throughs  
to [bhscalifornia.com](http://bhscalifornia.com)



**26,619**

### INFLUENCER COVERAGE

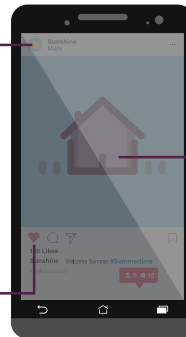


**5**  
Partnerships

**361,197**  
Story Views



**1,907**  
Engagements/Actions



**363,104**  
Total Impressions



**72**  
Pieces of Coverage

### LOCAL PUBLICATION COVERAGE



**22** Publications

**49** Advertising Pages



**1+ Mil** Total Circulation

**3+ Mil** Total Readership

DIGITAL ADS ON  
**UNION TRIBUNE &  
LA TIMES SITES**

**186,098** Impressions  
**360** Click Throughs  
to [bhscalifornia.com](http://bhscalifornia.com)

**BERKSHIRE  
HATHAWAY**  
HomeServices  
California Properties

**OVER 4,000**  
Open House Signs

