

open house CHECKLIST

let's get this house sold!

PREPARATION

- Schedule the open house and confirm with the seller

ADVERTISE THE EVENT

- Post on MLS
- Post on social media 2 weeks in advance, 1 week in advance, 1 day before, and on the day of
- Post in Facebook community groups
- Send emails or texts to your database

PREPARE THE PROPERTY

- Clean and declutter
- Stage key areas (living room, kitchen, bathrooms, etc.)
- Ensure curb appeal (mow lawn, plant flowers, etc.)
- Remove personal items (photos, valuables, pet stuff)

VERIFY PROPERTY DETAILS

- Gather brochures, floor plans, and key property features
- Ensure property disclosures are available

CHECK UTILITIES

- Ensure there is power at the property
- Confirm that the water and appliances work

OPEN HOUSE DAY

ARRIVE EARLY TO SET UP

- Place directional signs in strategic locations
- Turn on lights in every room
- Open blinds and curtains for natural light
- Set out flyers, business cards, pens, and entry forms
- Ensure the home is at a comfortable temperature

CREATE AMBIANCE

- Play soft background music
- Add subtle scents (e.g., fresh flowers, candles)

GREET GUESTS WARMLY

- Have them sign in and provide a brochure
- Be ready to answer questions about the property and neighborhood

MONITOR ACTIVITY

- Note visitor feedback
- Watch for any potential issues (e.g., theft prevention)

MATERIALS TO BRING

- Flyers or brochures with property details
- A binder containing added information such as:
 - HOA Covenants and Restrictions
 - Seller's Property Disclosure
 - Area info such as schools, utility companies, etc
 - Community amenities
- Sign-in sheet or digital sign-in (laptop, iPad, etc)
- Business cards
- Notepads and pens for visitors to jot down questions
- Directional signs to guide traffic to the property
- Sanitizing supplies (if needed) for cleanliness
- Paper towels
- Disposable booties (if client requests)
- Raffle item
- Bowl or box for entry forms
- Entry forms
- Extra pens
- Toilet paper
- _____
- _____

AFTER THE OPEN HOUSE

SECURE THE PROPERTY

- Ensure all doors and windows are locked
- Turn on house alarm if there is one
- Remove signs and materials
- Take trash with you

REVIEW THE SIGN-IN SHEET

- Add visitors to your CRM for follow-up
- Send personalized thank-you messages to attendees

SHARE FEEDBACK WITH THE SELLER

- Provide a summary of visitor comments and suggestions
- Discuss next steps based on interest levels

DRAW A RAFFLE WINNER

- Record a video selecting a raffle winner and post it on your social media
- Contact the winner to coordinate presenting the prize