

Open House Prep

1-3 Days Prior

- ☐ Confirm date/time with Seller
- ☐ Ensure home access
- ☐ Double-check MLS listing for accuracy
- ☐ Promote on social media and real estate platforms
- ☐ Print out marketing materials
- ☐ Pack your open house kit

Day Of

- ☐ Arrive early and do a walk-through
- ☐ Make note of features to highlight
- ☐ Turn on all lights, open blinds, adjust the thermostat
- ☐ Stage minor details (*toilet seat down, fluff pillows, tidy up last minute clutter or trash*)
- ☐ Place signage outside and in neighborhood
- ☐ Set out marketing materials
- ☐ Set up refreshments
- ☐ Prep your talking points

Open House Prep Cont.

During

- ☐ Greet each guest
 - ☐ Ask if they are working with an agent
 - ☐ Encourage them to sign-in
 - ☐ Offer a flyer and highlight key features of the home
 - ☐ Offer refreshments
- ☐ Be present but give space - let buyers explore
- ☐ Ask open-ended questions
- ☐ Offer to follow-up after their visit

After

- ☐ Take down signage
- ☐ Reset the home (*turn off lights, reset thermostat, lock doors*)
- ☐ Recap with your Seller
- ☐ Add contacts to your CRM
 - ☐ Follow up with any leads within 24 hours
- ☐ Reflect
 - ☐ What went well? What would you do differently?