



# OPEN HOUSE

## CHECKLIST

Holding an open house is an excellent way to showcase your home. It provides a non-threatening situation where buyers can take a look at your property to determine if it fits their needs. Use a guest registry so you can follow up with potential buyers at a later date for feedback about your home and have a recorded log for security reasons.

### Before the Day of the Open House

- ❖ Hand deliver open house invitations to twenty of your nearest neighbors.
- ❖ Prepare a flyer to be given to potential buyers.
- ❖ Plan for refreshments such as home baked cookies or freshly brewed coffee.
- ❖ For safety reasons, make sure another person can be with you during the open house.

### On the Day of the Open House

- ❖ Display open house signs fifteen minutes ahead of time.
- ❖ Open all draperies, turn on lights and spray rooms with air freshener.
- ❖ Turn off the television and have soft music playing.
- ❖ Setup guest register and flyer near main entrance.
- ❖ Greet your guests, ask them to sign your guest book, and give them a flyer about the home.
- ❖ Be sure to accompany your guests on their tour (for security purposes).
- ❖ Answer any questions your guests may have.
- ❖ Avoid overselling the features of your home.
- ❖ Invite your guests to complete a home survey to get feedback on your property.
- ❖ Make sure to follow-up with your guests that evening or the following day.

