

Open House Checklist

Plan

- Choose a house to hold open. The price and area will determine the type of buyer prospects you will meet.

Prepare

- Give the sellers at least a **few days of advance notice**.
- Ask them to let you **have the house to yourself** during the open.
- If they have pets**, ask them to take them or confine them during the open.
- Ask your sellers to leave their **mobile phone on** in case buyers have questions you can't answer, or if a buyer makes an offer.
- Request that **their driveway be free** of vehicles to give room to visitors.
- Drive the neighborhood** to determine the best place for directional arrows.
- Check if **local ordinances** might regulate the use of open house signs.
- Plan to bring a **folding chair** if the house is vacant.

Note: If you will be conducting an open house in another agent's listing, ask the listing agent about the above seller contact preparations.

Promote

- Signs** – Make sure you have purchased or borrowed enough directional open house
- Flyers** – If you are going to provide informational flyers or brochures, prepare and print them.
- Invitations** – You should consider inviting nearby neighbors. *If it is not your listing, be sure you clear this activity with the listing agent.*
- Advertising** – If you choose to run an ad stay within media deadlines.

Host

- Arrive at the house a few minutes early.
- Place your directional arrows at two or more locations, plus one in front of the house. Make sure they are visible to traffic from a distance.
- Park on the other side of the street or down the street.
- Close the garage door if it's open.
- Position yourself in the house so you can see people approaching.
- Check to make sure:
 - Lights are on
 - Draperies and shades open
 - TV and radio are off
 - Money and other "pocketable" valuables are out of sight
- Set your Client Profile forms in view (have one filled out on top).
- Position your Guest Register if you are using one.
- Mentally prepare yourself with an affirmation, like: "It's a good open house. Visitors need and want my help."

Follow Up

- Call all guests at the end of the day to further qualify their needs and wants.
- After researching suitable properties, call them again to arrange showings.