

# THE DOOR IS OPEN.

*Now what?*

## THE OPEN HOUSE RELATIONSHIP CHECKLIST

The house may bring them through the door. How you make them feel may be what brings them back.

### 01 THE OPEN HOUSE BEFORE

- ☐ Study the property and its special features.
- ☐ Review the neighborhood and surrounding market.
- ☐ Anticipate likely buyer questions.
- ☐ Identify comparable homes currently available.
- ☐ Prepare property and neighborhood information.
- ☐ Choose a useful buyer resource to offer.
- ☐ Promote the open house and invite your database.
- ☐ Personally invite the neighbors.
- ☐ Plan a welcoming sign-in and value exchange.

### 02 THE OPEN HOUSE DURING

- ☐ Welcome each visitor warmly, then give them room.
- ☐ Start a conversation - not an interrogation.
- ☐ Ask what brought them out today.
- ☐ Listen for timing, priorities and motivation.
- ☐ Learn whether they have a home to sell first.
- ☐ Ask whether they are represented by an agent.
- ☐ Respect existing agent relationships.
- ☐ Connect the next step to the conversation.
- ☐ Write specific notes while the details are fresh.

### 03 THE OPEN HOUSE AFTER

- ☐ Send a personal thank-you the same day.
- ☐ Mention something specific they shared.
- ☐ Deliver every resource or answer you promised.
- ☐ Follow up within two or three days with value.
- ☐ Check in the following week with a reason.
- ☐ Ask permission before ongoing follow-up.
- ☐ Match your communication to their timeline.
- ☐ Record the next action and follow through.

## THE FOLLOW-UP RHYTHM

#### SAME DAY

Thank them + send what you promised.

#### 2-3 DAYS

Share something relevant and useful.

#### NEXT WEEK

Check in with a genuine reason.

#### GOING FORWARD

Stay in touch at the right pace.

*The best open-house conversations feel like service - not pressure.*