
FROM THE DESK OF
MLS-Girl
THE DOOR IS OPEN. NOW WHAT?
HOW TO TURN OPEN-HOUSE VISITORS INTO FUTURE CLIENTS
READ THE ARTICLE

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	2-3 DAYS	NEXT WEEK	GOING FORWARD
Thank them + send what you promised.	Share something relevant and useful.	Check in with a genuine reason.	Stay in touch at the right pace.

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