

LEAD GEN FOR LISTINGS

OPEN HOUSES



<input checked="" type="checkbox"/>	Before the Open House:
<input type="checkbox"/>	Schedule open house
<input type="checkbox"/>	Give owner the Sellers' Checklist
<input type="checkbox"/>	Install the KW Mobile Search App on your phone and be prepared to share it
<input type="checkbox"/>	Check if electricity/water is on
<input type="checkbox"/>	Do marketing activities (post online and door knock the neighborhood)
<input type="checkbox"/>	Make Information Packets specific to neighborhood, pricing, financial information, etc.
<input type="checkbox"/>	Order food and drinks (if sellers agree) and pick up
<input type="checkbox"/>	Set out food/drinks (cookies in kitchen area only)
<input type="checkbox"/>	Place signs, balloons, and directional arrows
<input type="checkbox"/>	Place very visible sign, balloons in yard of open house
<input type="checkbox"/>	Remove debris from front of house
<input type="checkbox"/>	Check front yard and entrance
<input type="checkbox"/>	Turn on all lights in house, including closets
<input type="checkbox"/>	Unlock back door
<input type="checkbox"/>	Adjust temperature
<input type="checkbox"/>	Open drapes
<input type="checkbox"/>	Place fliers and business cards in entry area
<input type="checkbox"/>	Set out sign-in sheet in entry area
<input type="checkbox"/>	Turn on soft music
<input type="checkbox"/>	Check bathrooms and close toilet lids
<input type="checkbox"/>	Verify that valuables and prescription drugs are not accessible
<input type="checkbox"/>	Have Information Packets ready, but not in sight
<input type="checkbox"/>	Check house and front and back yards (including doors and fences) for security
<input type="checkbox"/>	Check phone battery charge
<input type="checkbox"/>	Ask seller to board animals or take them with them
<input type="checkbox"/>	Review and practice scripts

Looking for more real-world business boosting tips? [Tune into the CGI call each Monday.](#) Ask your market center leadership how to join!

<input checked="" type="checkbox"/>	During the Open House:
<input type="checkbox"/>	Greet and build rapport with each guest, including children
<input type="checkbox"/>	Ask guests to sign in
<input type="checkbox"/>	Ask open-ended qualifying questions
<input type="checkbox"/>	Arrange follow-up appointments
<input type="checkbox"/>	Make notes about guests' real estate needs
<input type="checkbox"/>	Replenish food and drinks
<input type="checkbox"/>	Watch for safety issues

<input checked="" type="checkbox"/>	After the Open House:
<input type="checkbox"/>	Put house back in original order
<input type="checkbox"/>	Close drapes
<input type="checkbox"/>	Turn off music, lights, and reset temperature
<input type="checkbox"/>	Collect all packets, signs, and cards
<input type="checkbox"/>	Leave thank-you note and feedback for seller
<input type="checkbox"/>	Note areas for improvement
<input type="checkbox"/>	Update your database, add appointments to your Pipeline Tool , and click on the "+" sign on your CGI page to update your appointment count
<input type="checkbox"/>	Send thank-you notes to all neighbors
<input type="checkbox"/>	Call and email all visitors

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