



BYRNE
REAL ESTATE
GROUP



KELLERWILLIAMS.
REALTY

Open House Minimum Requirements

- o Schedule at least 3 days in advance, so Marketing can advertise for you
- o Open houses are to be scheduled from 1:00PM to 4:00PM
- o Circle call neighborhood, same day for weekday open houses or Friday before weekend open houses and/or door knock the neighborhood
- o Preview homes in the neighborhood so you can speak knowledgeably about the market
- o 20 Directional signs (doubled, placed out by 9:00AM the morning of the open house)
- o Open House 1 – 4 sign placed in front of the listing by 9:00AM the morning of
- o 1+ Flag signs placed in front of the listing prior to start
- o Place QR codes on the kitchen counter or other high traffic location inside the house
- o You should meet people at the door to welcome them into the house and encourage them to sign in
- o E-mail summary of open house (immediately after the open house)
 - o Include number of parties who came through
 - o Include number of leads generated
 - o Include if they are represented by another realtor
 - o Map of neighborhood with all available properties marked
- o **Video Text each open house attendee immediately after the open house.**
- o **Call all leads the next morning to follow up**

**PLEASE BE VERY MINDFUL OF WHAT YOU SAY
WHILE IN THE HOME! PEOPLE ARE ALWAYS
WATCHING & LISTENING!!!**

Social Media Best Practices:

**Monday Instagram Story
Tuesday Video Sneak Peak
Wednesday Statistic Report
Friday Reels
REMEMBER TO TAG
@byrnerealestategroup**



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Open House Kit:

Rubber Mallet, Clorox Wipes, Toilet Paper, Paper Towels, Business Cards

Open House Checklist

Monday:

Schedule Open House
Monday Instagram Story
Dialogue Practice Open House Circle Calls

Tuesday:

Tuesday Video Sneak Peak
Make sure all print material needed is ready to go
Dialogue Practice Open House Door Knocking

Wednesday:

Map out directional signs
Preview homes in the neighborhood
Print out door knocking flyers
Wednesday Static Report
Dialogue Practice Open House Welcome

Thursday:

Circle Call: Invite 250 surrounding neighbors
Check MLS for all surrounding expired's & withdrawn

Friday:

Friday Reels
Door Knock at least 3 streets with flyers
Door Knock and leave hand written notes inviting all expired's & withdrawn

Saturday/Sunday:

20 Directional signs placed out by 9:00AM the morning of the open house
Open House 1 - 4 sign placed in front of the listing by 9:00AM the morning of
1+ Flag signs placed in front of the listing prior to start
Place QR codes on the kitchen counter or other high traffic location inside the house
You should meet people at the door to welcome them into the house and encourage them to sign in

Sunday/Monday Follow Up:

Add all attendees to Brivity
Set up on Market Reports & Auto Plans
Video Text
Follow Up Calls (Agents as well)



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Open House Signs

The goal of posting open house signs is to be **VISIBLE** and provide clear direction to the house being held open. The more balloons used, the better. There should be a minimum of two balloons per sign. Balloons should be posted about 30 minutes prior to the start of the open house. They will deflate if put out too early.

IF AVAILABLE

The “Open House 1 – 4” sign should be posted **PERPENDICULAR** to the road, so that it is easily read by a passing driver. Signs should be posted in such a way that they do not block each other.





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Don't forget to clip the bottom of the flag sign!

