



Liberty Way Realty Open House Checklist

Before the Open House

- **Set the Date & Time**

- Coordinate with the listing agent or seller (if you're the listing agent) to confirm the open house.
- Best times: Saturday or Sunday, 2 hours max, between 11 AM – 5 PM.

- **Promote the Event**

- Add open house details to MLS and major third-party sites (Zillow, Realtor.com, etc.).
- Share across social media (Facebook, Instagram). Utilize organic posts, paid ads, and consider a live stream walkthrough during the event. (Both listing and hosting agents should promote!)
- Deliver neighborhood flyers or personal invitations to neighbors, if appropriate.

- **Prepare the Home**

- Ask the seller to declutter and present the home in its best light.
- Study and memorize important home facts, highlights, and updates to answer questions confidently.

- **Gather Open House Materials**

- MLS handouts (Customer/Agents info/Broker)
- Property flyers and marketing brochures
- Agents Liberty Way Realty business cards
- Sign-in sheet and pens
- Refreshments and light snacks / maybe
- Candles or air freshener (if appropriate)
- Optional: Portable speaker for background music

- **Plan Your Setup**

- Confirm you have property access. Ensure your electronic lockbox access is tested and ready.
- Prepare at least 4 open house signs: main street, street corners, and curbside/front of the home.

Day of the Open House

- **Arrive Early**
 - Get to the property at least 30 minutes ahead of schedule.
 - Open all blinds, turn on lights, and set the temperature for comfort.
- **Set Up**
 - Place open house signs in high-visibility locations per your plan.
 - Arrange marketing materials, flyers, business cards, sign-in sheet, refreshments, and ambiance touches.
- **Be Professional**
 - Dress in professional Liberty Way Realty attire.
 - Keep safety top of mind for yourself and guests.
- **Engage Visitors**
 - Greet each guest warmly and ask them to sign in.
 - Offer information about the home and ask about their property needs.
 - Answer questions and guide tours as needed.
 - Thank everyone for attending as they leave.

After the Open House

- **Close Up**
 - Clean up, remove all materials and signs.
 - Turn off all lights, secure windows and doors, and lock up.
- **Communicate**
 - Provide event feedback to the listing agent and/or seller.
 - Enter new leads into your CRM system.
 - Send personalized follow-up texts or emails thanking attendees.
 - Set up interested guests on Liberty Way Realty property searches.
- **Wrap Up**
 - Remove open house announcements from the MLS and third-party sites (listing agent's responsibility).

Questions or Need Support?

Reach out to your Liberty Way Realty Manager anytime.