

Agent Open House Checklist

- ☐ Advertise two weeks in advance.
- ☐ Let your team know so that they can put it on their calendar and make plans to attend.
- ☐ Choose a title company to provide food and drinks.
- ☐ Choose a lending company to provide door prizes.
- ☐ Make a flier to use for advertisements and postings.
- ☐ It will be scheduled as an open house to the public too in MLS.
- ☐ Personally invite 20 REALTORS® via text or personal phone call.
- ☐ Post on social media including Facebook (Realtor Square Table and B Instagram, Twitter, Linked-in, etc.).
- ☐ Pick up balloons to put on directional.
- ☐ Put up an open house flag if you have one. We have agent on duty signs too that can be used!
- ☐ Do a live video at the beginning of the open house.
- ☐ Wear your name-tags.
- ☐ Ask for business from lender and title company.
- ☐ Have bowl for drawing and ask REALTORS® for business cards for door prize drawing.
- ☐ Send listing agent and feedback afterwards so that they can forward to seller.
- ☐ Follow up with buyers or REALTORS® after the open house.
- ☐ Have soft music playing in the background.
- ☐ Set out agent fulls, client fulls, have pdd, and feedback forms.
- ☐ Greet the agents as soon as they walk into the home. Thank them for visiting when they leave.

