

A black and white photograph of a spiral-bound notebook with a black pen resting on it. The notebook is open to a blank page. The pen is positioned diagonally across the page, pointing towards the bottom right. The spiral binding is on the left side of the notebook. The text 'MSJ MARKETING' is printed in the upper right quadrant, with 'MSJ' in a large, bold, sans-serif font and 'MARKETING' in a smaller, bold, sans-serif font below it. A pink underline is drawn under 'MSJ'. The words 'Open House!' are written in a large, black, cursive font in the center of the page. Below this, the words '10-POINT CHECKLIST' are printed in a bold, pink, sans-serif font.

MSJ
MARKETING

Open House!

**10-POINT
CHECKLIST**

10 Point Quick Open House Checklist!

Open Houses, what do I do?

Open houses are perfect for obtaining new listings AND finding interested buyers. So you are wondering, how do some agents get more than 6-10 people to attend? It's simple! The goal is for you to have **25-150 attendees** at your next open house, FOLLOW THE CHECKLIST! (if you want the extended checklist, contact our office!)

Signs RULE!! (& extra items needed)

- Order Open House Signs (60)
- When ordering signs, get large ones (2'x4')
- Go full color, with your picture.
- Large and Small Arrows
- 60-75 signs per Open House
- Home Buyer/Seller Survival Guides
- Order flags (www.vistaflags.com)
- Not necessary, but are great: BALLOONS.

Top 10 Steps to a Successful MASSIVE Open House

- DRESS. FOR. SUCCESS. This is essentially a job interview! (wear a suit and tie/professional attire)
- Arrive early & park on the street, NOT in the driveway.
- Prepare home, set up your table in the entryway NOT the kitchen. · Open house signs, flags & balloons (have your lender in attendance to help you set these out, you should have 60-80!)
- Post a video on social media, let everyone know: Who, What, When, Where, Why · Extra listings within the area, for visitors who don't really like the house at the open.
- Don't forget your survival guides and always have business cards · Sign-In Sheets (with 3-4 names completely filled out)
- Box for drawing and a form of entry! (tickets, name slips)
- Open house safety... ALWAYS have your phone on you, and establish a check-in
- schedule with friends/family.

Before leaving, record a thank you video in the house. Send this to all of your attendees via text message. (they will love it!)

- Clean up, lights off, lock up!!
- THE FORTUNE IS IN THE FOLLOW UP. Follow up with each attendee, sending them an MLS/IDX search, and following up via phone the next day.