



OPEN HOUSE CHECKLIST

ESSENTIAL TASKS FOR SUCCESS



Open House Prep

NOTE: USE THE "REQUESTING AN OPEN HOUSE SCRIPT" TO SECURE YOUR OPEN HOUSE FOR THE WEEKEND

(All tasks below should be done prior to the start time of the OH, at least one day before)

- Confirm Open House is listed in the MLS
- Prepare Open House flyer *(get template from your brokerage as a start)*
- Prepare sign-in method *(digital w/ app, or paper)*
- Print FULL COLOR flyers, at least 20, ask other experienced agents in your market area for their recommendation on how many to bring. Do this at least 1 day prior to the OH so if there are printing issues you have time to figure it out.
- Print out a list of similar properties for sale in the area so you can have other properties to show potential buyers.
- Print a quick CMA for properties in the subdivision/neighborhood with average sold price per square foot to have a topic of conversation for neighbors and potential sellers.
- Print out an MLS sheet for yourself so you can memorize the details of the house. Most frequently, you'll be asked about:
 - Beds
 - Baths
 - Sq. Ft.
 - Tax Rate and Yearly Taxes
 - Year Built
 - HOA Info
 - Schools
 - Materials and Finishes (counter tops, etc.)
 - Available Utilities (gas, electric, etc.)
- Post about the Open House on your social media every day leading up
- Buy snacks, waters, etc.
- Door knock the neighborhood to make neighbors aware *(*optional, recommended!)*



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Day of the Open House

- Leave at least one hour of buffer time for installing signs and setting up the house. If it's your very first one, leave even earlier.**

EX: Open house starts at 1pm. Arrive in the neighborhood by 12pm to install signs. Open the house by 12:30pm to setup.

- Install Open House signs - 10-25** (*PRO TIP, use a rubber mallet for the stakes!)

*Directionals placed on public grass (between sidewalk and street)

**I recommend marking in maps on your phone exactly where the signs go so you don't lose track of any of them, and know where to pick them up.

- Lights on, fans on, blinds open**
- Flyers easily accessible**
- Sign in sheet or tablet upon entering preferably, or on kitchen island/table.**
- Keep MLS sheet in your pocket if needed for reference, but you should really have these details memorized. Take a few minutes to memorize them before the OH starts.**

At the Open House Pro Tips

***NOTE: USE THE "AT THE OPEN HOUSE SCRIPT"**

TO BUILD RAPPORT AND SCHEDULE THE APPOINTMENT EVERY TIME*

- Always ensure your phone is on vibrate/silent.**
- Never be looking at your phone when people are in the house.**
- Bring a portable speaker and play nice background music if possible.**

Instrumental jazz, sunny country, nothing too heavy or loud.

- Bring water and snacks for yourself to eat/drink when no one is there.**

There is no exact science. People may come in waves. It may be dead for 2 hours and the last hour will be packed. Your next client may be the first one, or the last one there. Stay positive!

- Have them sign in first prior to walking through. "The owners just want to know who is coming through their house."**



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If you're doing a paper sign in, fill in one or two contacts at the top first, people be less hesitant to put their contact info.

After the Open House

NOTE: USE THE "FOLLOW UP BLUEPRINT" TO KNOW EXACTLY HOW AND WHEN TO FOLLOW UP WITH YOUR LEADS

- Put house back the way you found it. If all the lights were off and everything was closed, put it back that way.
- Triple check all doors are locked, especially exterior doors, like the back door and front door. ALWAYS TRIPLE CHECK.
- Put the key back in the lockbox.
- Remember to grab all of your signs and make sure they're accounted for.
- Give the signs a light wipe down with a lightly damp paper towel to keep them in pristine condition for as long as possible.
- Put all of your leads in your CRM AS SOON as you get home so you can make notes on conversations, off ramps, etc. This is essential for high level follow up and building rapport. If your sign in is digital and your leads are already in your CRM, add notes for each one based on the conversations and off ramps you remember.

Open House Safety Tips

- If you're showing people through the house, always have them walk in front of you.
- Do not walk into a closed off room (bedroom, bathroom) in front of the prospect.
- Consider a type of personal protection handy at all times on your person, not in a bag where you can't access it quickly if needed (pepper spray or other).
- Don't have a long conversation in a small or enclosed space (like master bathroom, walk in closet, etc.) Talk in the open areas.