



OPEN HOUSE CHECKLIST for Power Agents®

PREPARE

- ✓ Have sellers hire cleaner
- ✓ Arrange for sellers and pets to be absent
- ✓ Arrange for keys
- ✓ Enlist mortgage company to help create mortgage sheet
- ✓ Virtually stage the house
- ✓ Back up houses
- ✓ Have a buyer agency packet to capture buyers
- ✓ A nice flyer is all that is necessary
- ✓ Find agents that sold houses last 12 months in the same price range

PROMOTE

- ✓ Do immediately after Brokers Open house
- ✓ Contact other agents and let them know – it makes it easier to show if they know they just can show up
- ✓ Have a database of agents to send mass emails and or texts to them
- ✓ Neighborhood Facebook group
- ✓ Local papers and grocery stores
- ✓ Zillow and other online sites
- ✓ Postcards
- ✓ Hold all showings and offers until open house
- ✓ Signage

DURING OPEN HOUSE

- ✓ Schedule before any other open houses 9-11 or 3-5
- ✓ Make sure seller and pets are gone
- ✓ Remove all vehicles from the driveway
- ✓ Be sure walkway is safe and accessible
- ✓ Do a walk-through to correct minor issues (put toilet seats down, close garage doors, remove trash, etc.)
- ✓ Think builder staging: Turn on all lights, set temperature, no spray, food, music, remove family photos, lock up valuables, fine china
- ✓ Stock fridge
- ✓ Not a fan of food at public open house
- ✓ Put away phone
- ✓ Neighborhood House Information Flyers

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DURING OPEN HOUSE

CONTINUED...

- ✓ Business cards
- ✓ Record a virtual tour to reuse later (don't move the camera quickly)
- ✓ Be safe
- ✓ Make believe you are being recorded (because you might be)
- ✓ Hire drone company to flyer banner in neighborhood
- ✓ Use Open House Pro – Sign Out Sheet
- ✓ Focus on their comments to relay back to homeowner
- ✓ Be prepared to answer these questions:
 - ◆ "Can you tell me more about the home?"
 - ◆ "Why is the seller selling?"
 - ◆ "How long has the home been on the market?"
 - ◆ "Have there been any recent improvements or renovations?"
 - ◆ "What is the neighborhood like?"
 - ◆ "How much are utilities?"
 - ◆ "Have any offers been made?"
 - ◆ "When are the sellers planning to close?"

POST OPEN HOUSE

- ✓ Digital Open House tour – Matterport 3D
- ✓ Post in the Facebook Community Group
- ✓ Make sure you have a CRM to follow up



Open houses are **perfect opportunities** for you to connect, build rapport and relationships, and showcase yourself as a resource that people can turn to for valuable real estate information, answers, and results.

ENJOY THE PROCESS, THE PEOPLE, AND REMEMBER TO KEEP SMILING!