



Open House Checklist

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 immediate 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



Promote

- Local papers and grocery stores
- Zillow and other online sites
- Postcards
- Hold all showings and offers until open house
- Signage

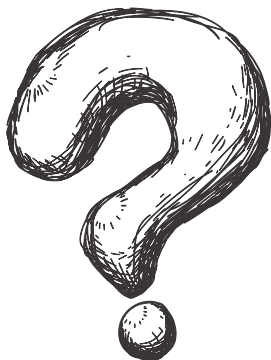
During Open House

- 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



During Open House

- () Neighborhood House Information Flyers
- () 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

Notes:

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!*