

BROKER OPEN CHECKLIST

10 DAYS BEFORE

- ☐ Confirm date and time with seller
- ☐ Determine incentives for brokers visiting (example: free lunch, prize giveaways for completing surveys)
- ☐ Design invitation
- ☐ If property is input as a "coming soon" in MLS, list the date and time of your broker open house

7 DAYS BEFORE

- ☐ Email invitation to agents
- ☐ Post details about the broker open on social media
- ☐ If you have a weekly sales meeting, announce your event
- ☐ Download and print, or send to partner printer broker open house marketing materials featured in the gallery

5 DAYS BEFORE

- ☐ Make personal phone calls and invite agents who have listed, and/or sold properties in the area similar to your listing
- ☐ Reverse prospect and call/email/text agents who have clients currently looking in your area
- ☐ If you have a weekly sales meeting remind agents of your event again
- ☐ Send an eFlyer to area agents
- ☐ Design and print property marketing materials (property brochure, home FAQ, flyer with sold & active comps, special feature cards)
- ☐ Post details about the event on social media

1 DAY BEFORE

- ☐ Make personal calls/text/email agents to remind them of open house
- ☐ Send a second eFlyer to area agents
- ☐ Organize signs and open house materials
- ☐ Pick up extra sanitizing wipes, disposable gloves, shoe covers and masks
- ☐ Post detail about the event on social media
- ☐ Pick up food and drinks

DAY OF OPEN HOUSE

- ☐ Pick up balloons
- ☐ Place directional signs (the more the better)
- ☐ Hang welcome sign, front door hanger and set-up broker sign sheet and feedback surveys
- ☐ Organize food and drink on counter
- ☐ Display marketing materials (property brochure, home FAQ, flyer with sold & active comps, special feature cards, business cards)
- ☐ Turn on lights and background music
- ☐ Call seller after event with broker feedback

DAY AFTER OPEN HOUSE

- ☐ Send thank you cards to agents who stopped by
- ☐ Notify prize winner(s) from drawing