

NEIGHBORHOOD PREVIEW CHECKLIST

10 DAYS BEFORE

- ☐ Confirm date and time with seller
- ☐ Determine theme for event (example: wine and cheese happy hour)
- ☐ Determine incentives (example: submit feedback and be entered to win a prize)
- ☐ Design flyer invitation/door hanger for exclusive preview
- ☐ Post on community Facebook page

7 DAYS BEFORE

- ☐ Distribute flyer invitation/door hangers to neighbors
- ☐ Post on community Facebook page
- ☐ Download and print, or send to partner printer marketing materials featured in the gallery (example: wine labels)

5 DAYS BEFORE

- ☐ Make personal phone calls and invite neighbors you know in neighborhood and encourage them to bring their friends
- ☐ Design and print property marketing materials (property brochure, home FAQ, flyer with sold & active comps, special feature cards)
- ☐ Post on community Facebook page

1 DAY BEFORE

- ☐ Make personal calls/text/email neighbors you know in neighborhood and encourage them again to bring their friends
- ☐ Organize open house materials
- ☐ Pick up extra sanitizing wipes, disposable gloves, shoe covers and masks
- ☐ Post detail about the event on community Facebook page
- ☐ Pick up food and drinks

DAY OF PREVIEW

- ☐ Pick up balloons
- ☐ Hang welcome sign, front door hanger and set-up guest 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 neighbor feedback

DAY AFTER OPEN HOUSE

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