

OPEN HOUSE CHECKLIST

7 DAYS BEFORE

- ☐ Confirm date and time
- ☐ Invite neighbors with postcard, flyer or doorhanger
- ☐ Enter open house in MLS and other key websites
- ☐ Download and print, or send to partner printer welcome sign, COVID sign, feedback surveys and food & beverage labels
- ☐ Social media post/video

3 DAYS BEFORE

- ☐ Confirm date and time with seller/listing agent
- ☐ Print a map of the neighborhood
- ☐ Create and print a flyer with sold and active comps
- ☐ Design and print property flyer, home FAQ and special feature cards
- ☐ Reverse prospect
- ☐ Social media post/video

1 DAY BEFORE

- ☐ Organize signs and open house materials
- ☐ Pick up food and drinks
- ☐ Pick up extra sanitizing wipes, disposable gloves, shoe covers and masks
- ☐ Social media post/video

DAY OF OPEN HOUSE

- ☐ Social media post/video
- ☐ Pick up balloons
- ☐ Place directional signs (the more the better)
- ☐ Hang welcome sign, front door hanger and set-up guest sign sheet and feedback surveys
- ☐ Organize food and drink on counter
- ☐ Display marketing materials (sold & active comps, property flyer, home FAQ, special feature cards, business cards)
- ☐ Turn on lights and background music
- ☐ Take photos during your event
- ☐ Call seller and listing agent with feedback

DAY AFTER OPEN HOUSE

- ☐ Update database with new contacts
- ☐ Send thank you cards to visitors, seller and listing agent
- ☐ Post event photos on social media