



OPEN HOUSE CHECKLIST

BEFORE YOUR OPEN HOUSE

- Consider professional staging to help improve visual appeal and flow.
- Have professional photos taken.
- Boost your Open House post on Facebook.
- Decide what food and/or drinks you want to have available for your guests.
- Send out an email blast or include in your newsletter to your sphere of influence.
- Call or text any buyers that you are working with.
- Provide seller with Home Showing Preparation Checklist to prepare the home.

TWO DAYS BEFORE YOUR OPEN HOUSE

- Post a home preview announcement video on Facebook and Instagram.
- Do some circle prospecting to generate some interest around the home.
- Prepare and review your Open House scripts.
- Get your Open House signs ready to set out.
- Prepare or order any food and/or drinks that you want at your Open House.
- Print out your Open House Registration sheets.

MORNING OF YOUR OPEN HOUSE

- Set out Open House directional signs (check with City, County and HOA to make sure signs are allowed).
- Put balloons on the For Sale sign
- Set out Welcome sign, all flyers and applicable disclosures.

TWO DAYS AFTER YOUR OPEN HOUSE

- Ask Buyers' Agents for their feedback.
- Add all Open House attendees' registration information to your CRM.
- Text "hot" Open House attendee leads for their feedback.
- Email all other Open House attendees.
- Share feedback and data with homeowner.



Home Showing Preparation Checklist

It's time to welcome potential homebuyers into your home. Whether you're hosting an open house or scheduling individual showing appointments, here's a checklist of things you can do to showcase your home in the most inviting way possible.

- Perform a deep clean of the home, including appliances, bathrooms, baseboards, counters, floors, windows, and more.
- Set the temperature to a comfortable level for the season.
- Open all curtains and blinds to let the natural light in.
- Air out the house and take care of any lingering odors.
- Bake fresh bread or cookies 20 to 30 minutes before the showing or open house.
- Rearrange furniture to improve foot traffic flow through the house. Work with a home stager if necessary.
- Sweep and power wash your driveway, patio, steps and all walkways.
- Mow the lawn, pull weeds, trim bushes and trees, rake leaves and clean up any debris.
- Declutter bathrooms, bedrooms, kitchen, and all living spaces to help rooms look larger.
- Remove approximately half of the items from closets and drawers. Straighten up remaining items to help display the storage areas and closet capacity.
- Remove personal items such as photos, children's drawings, mementos from around the house.
- Lock up or completely remove any private matters and valuables.
- Check for and repair any leaks under all sinks.
- Remove personal toiletries from site and hang fresh hand towels in all bathrooms.
- Close all toilet lids.
- Make arrangements for pets to be gone from the home or boarded.

