

# OPEN HOUSES: Countdown Checklist

## 3 days before

- ☐ Confirm date/time of open house with listing agent
- ☐ Print a map of the neighborhood surrounding the open house (5-mile radius)
- ☐ Research sign-placement regulations (HOA, city, county, etc.)
- ☐ Order 10 helium balloons
- ☐ Get 1 yard sign with rider
- ☐ Get 10 directional signs with riders
- ☐ Print 100 flyers (include map)
- ☐ Role-play your scripts with a partner
- ☐ Mark on map where you'll place signs

## 2 days before

- ☐ Knock on 100 doors in neighborhood to invite neighbors; leave a flyer at each door
- ☐ Advertise the open house on Social Media
- ☐ Role-play your scripts with a partner
- ☐ Compile information on "alternative" properties. Print 5 copies of each.
  - 2-3 properties in a lower price range
  - 2-3 properties in a higher price range
  - 2-3 properties with one more bedroom
  - 1 condominium
- ☐ Print two blank contracts (just in case you meet a motivated buyer)
- ☐ Put together a home book to display at open house
  - Property photos
  - Details of property
  - Tax information
  - Survey of lot
  - Floor plans
  - School information
  - Community information

## 1 day before

- ☐ Assemble your showing kit
  - Bottled water
  - Notepads
  - Flashlight
  - Coloring books and crayons for kids
  - Toilet paper
  - Tape measure
  - Level
  - Paint, carpet, shingles samples
- ☐ Review floor plan of house and decide where you'll set up your desk
- ☐ Print a guest register and write in two fake names
- ☐ Role-play your scripts with a partner

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## The day of the open house

### Before the open house starts

- ☐ Role-play your scripts with a partner
- ☐ Arrive early to ensure the home smells and looks clean and welcoming
  - Open all shades and drapes
  - Open windows (if weather permits)
  - Turn on all lights
  - Spray air freshener, light a candle or bake cookies in the oven
  - Wipe counters, sinks, etc., if necessary
  - Ensure valuables, breakables and prescriptions are safely hidden.
- ☐ Bring work to stay productive during down time (e.g., blank note cards, phone, your database)

### During the open house

- ☐ Greet visitors within 5 seconds or 5 steps of them walking into the home.
- ☐ Ask each visitor to sign the guest register. If you have a drawing, ask them to enter that as well.
- ☐ Tour the home with guests and use your rapport building skills to create connections.
- ☐ Use the appropriate script (buyer, seller, or neighbor) to ask for an appointment or referral
- ☐ If traffic slows down:
  - Call people in your sphere and ask them to stop by
  - Rethink your sign strategy and have your partner move signs

### After the open house

- ☐ Clean up. Leave the house exactly as you found it. Turn off all lights and lock all doors.
- ☐ Collect all of your signs.
- ☐ Enter all contact information you gathered into your database
- ☐ Call all visitors to thank them for stopping by
- ☐ Implement a Smartplan to immediately contact all names you gathered that were not converted to appointments
- ☐ Provide feedback to the listing agent. Include the number of guests and their reactions.

**REMEMBER: Every guest is a lifelong client in the making!**