

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!