



## 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.



# Open House Guest Registry

Name:	Email:	Phone:	Do you have an agent?	If yes, please provide your agent's name:
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	
			<input type="radio"/> YES or <input type="radio"/> NO	