

Open House Checklist

Listing Address:

THE BREAKTHROUGH BROKER GUIDE TO A SUCCESSFUL SHOWING.

7 days
before open house

2 days
before open house

 **open house**

1 day
after open house

- Door knock with open house door hangers
- Clean and stage home
- Record video tour and post on social media
- Prepare and print open house kit:
 - Welcome Signs
 - Sign-in Sheets
 - Open House Brochure
 - House Hunting Checklist
 - Buyer Roadmap

- Post pictures of a successful event on Facebook
- Send "Thank You" texts and emails
- Call seller with feedback

- Send invitation postcards
- Post your open house on social media
- Call and invite 100+ neighbors
- Find and book a caterer
- Mark the open house on the MLS and Zillow
- Post the open house on Craigslist
- Find and book a staging company

- Place max number of open house signs in neighborhood
- Run a Facebook ad
- Door knock neighbors to remind them about event
- Hang up welcome sign
- Set up flyers, business cards, and other supporting docs
- Play some background music
- Have a host at the door
- Take videos and photos of your event



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