OPEN HOUSE CHECKLIST

A GUIDE TO A SUCCESSFUL SHOWING

SECURITY TITLE AGENCY
A Fidelity National Financial Company

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7 DAYS BEFORE THE OPEN HOUSE

- [ ] 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.com
- [ ] Post the open house on Craigslist
- [ ] Find and book a staging company

2 DAYS BEFORE THE 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 Sign
- [ ] Sign-in Sheets
- [ ] Open House Brochure
- [ ] House Hunting Checklist
- [ ] Buyer Roadmap

THE DAY OF THE OPEN HOUSE

- [ ] Place maximum 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

1 DAY AFTER THE OPEN HOUSE

- [ ] Post pictures of a successful event on Facebook
- [ ] Send “Thank You” texts and emails
- [ ] Call seller with feedback

Source: Breakthrough Broker