

Open House Checklist

5 Days Before:

- ☐ Remind listing agent to add open house to the MLS
- ☐ Double-check public websites to make sure open house is showing
- ☐ Place "open house" yard sign in your yard with day/time clearly posted
- ☐ Post on all social media with 3-5 photos, link to your site, day/time of open house

4 Days Before:

- ☐ Contact anyone who mentioned they might be interested to invite them
- ☐ New post on social media with 1-2 new pictures, a link to your site, mention the day/time of open house again--ASK FRIENDS TO SHARE
- ☐ Prepare copies of any documents to hand out (flyer, offer instructions, disclosures, floorplan, HOA docs, list of improvements, neighborhood features)

3 Days Before:

- ☐ Pick up balloons and any other supplies needed for the open house
- ☐ New post on social media with 1-2 new pictures, a link to your site, mention the day/time of open house again, include unique feature--ASK FRIENDS TO SHARE
- ☐ Confirm day/time of open house with whoever is hosting with you--never host an open house by yourself. If your agent is hosting, confirm with them.

2 Days Before:

- ☐ Check the weather and be prepared for any possible issues (extra doormat, snow removal, cut grass early, etc.)
- ☐ New post on social media with 1-2 new pictures, a link to your site, mention the day/time of open house again, mention the tons of calls you are getting--ASK FRIENDS TO SHARE

Open House Checklist

Day Before:

- ☐ Remind co-host or listing agent of open house time tomorrow
- ☐ Doublecheck all documents are organized and ready to hand out
- ☐ Set up your registration table/area and your work area
- ☐ Go LIVE on social media for a few minutes about the open house tomorrow. Live/video gets 6-8x the eyeballs of a standard post
- ☐ Final lawn care/exterior preparations completed
- ☐ Put out your directional signs for the open house around your neighborhood
- ☐ Test any technology (laptop, tablet, music, etc.)

Morning of:

- ☐ All interior cleaning, prep, staging is finalized
- ☐ If house is occupied, walk through every room--no surprises
- ☐ Open all blinds/curtains and turn on all lights
- ☐ New social post announcing the start and end time of your open house along with a link to your website and mention easy directions.
- ☐ Gather offer forms, gum, tide pen, etc so you're ready for whatever
- ☐ Put balloons on your yard sign and directional signs (weather permitting)
- ☐ Doublecheck your registration area and your work area with all documents
- ☐ Doublecheck all bathrooms (flushed, clean, lids down, lights on)
- ☐ Doublecheck all bedrooms (beds made, TVs off, valuables gone)
- ☐ Walk the entire house to pick up any misc items - make sure all lights are on
- ☐ Turn on your music and unlock the doors
- ☐ Last-minute coordination with your co-host
- ☐ Put on your game face - you are about to sell your house!!