

# 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

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## 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!!