

Open House Connect Checklist

Before...

- Call the list agent to confirm a date/time to host (or arrange with seller if you are the list agent). Sat or Sun, 2 hours max, between 11a-5p.
- List Agent: Add Open House to MLS & External 3rd Party sites (Zillow, Realtor.com, etc)
- Add open house to Social Media (FB, instagram, organic and paid ads, live stream during the OH a home tour, etc) (*list agent and host agent can do this)!
- Reverse prospect in the MLS (list agent)
- Ask seller to declutter (list agent)
- study home facts (host agent)
- Prepare materials (MLS Customer Synopsis Handouts, MLS Broker synopsis handout, pens, sign in sheet, business cards, flyers, refreshments/snacks, candles, etc)
- Make sure you have access info to the home (electronic lockbox access a must)
- Have Open House Signs (4 minimum - Main Street, at street corners, in front of home)
- Put up neighborhood flyers if desired/invite neighbors

Day of ..

- Arrive 30 min Early to prepare and open up the home/turn on lights
- Set up signs (at Main Street, at street corners in, and in front of the home)
- Set up your materials: flyers/printouts, business cards, pens/sign in sheet, snacks/refreshments, candles/music,etc
- Dress professionally
- Be safe!
- Greet everyone and ask them to sign in/thank them when they leave
- Ask if they have questions
- Ask their property criteria

After...

- Clean up, turn off lights, lock up, take your signs and materials with you
- provide feedback to the list agent/seller
- Put your leads into your CRM: send a follow up text/email thank you notes
- Set them up on a property search and stay in touch!
- Remove Open House remarks from MLS & 3rd party sites (list agent)