



Open House Checklist (Getting Ready)

ProCoaching Infinite Resources

Leading Up aTo Open House

Monday - Wednesday

- ☐ Pick the open house via MLS
 - ☐ Newer to the market
 - ☐ House is in good condition and shows well
 - ☐ Does not currently have an open house already scheduled
 - ☐ Close to major roads for easy access (no more than 3-4 turns from the major road)
- ☐ Schedule the open house:
 - ☐ Call agent and ask to hold it open
 - ☐ Ensure the listing agent lists it as open on the MLS
- ☐ Advertise the open house (Facebook, door knocking, circle prospecting, email database)
- ☐ Review these 56 safety tips for Realtors ([link](#)) and ask someone to accompany you to the open house, if necessary (lender, inspector, spouse, friend, etc.)

Thursday - Friday

- ☐ Research the neighborhood.
- ☐ View 2-3 active listings that are comparable to the property (make sure one is vacant).
- ☐ Preview house to be held open.
- ☐ Put an open house sign/rider in the yard.
- ☐ Review Seller's Disclosure and other available documents.
- ☐ Know the age of the roof, HVAC, and water heater.



Saturday - Sunday

- ☐ Prep
 - ☐ Place 20-25 directional signs at least 2 hours before open house begins (use mallet and water to soften the ground in the summer).
 - ☐ Print materials:
 - Active/pending/sold homes in the area
 - Historic neighborhood stats
 - Open house flyers
 - IABS
 - ☐ Bring laptop, hotspot, chargers, a drink, pen, notepad, business cards .
 - ☐ Unlock all doors, turn on all lights, open drapes and blinds .
 - ☐ Review exit strategy.
 - ☐ Setup your “post” (set out materials).

During Open House

- ☐ SET APPOINTMENTS!!!

After Open House

- ☐ Follow up immediately with leads during/after open house.
- ☐ Provide listing agents with valuable feedback.
- ☐ Lock all doors, check for unlocked windows, turn off lights, pick up signs.

Monday

- ☐ Add contacts to your database and set up a drip campaign.
- ☐ Prep for scheduled appointments.
- ☐ Send thank you emails/notes.