

# Open House Success Checklist

## PRE-EVENT PREPARATION

- ☐ Understand the property: key features, recent upgrades, neighborhood info
- ☐ Schedule the open house strategically (weekends, mid-day, avoid conflicts)
- ☐ Stage the home professionally or provide clear staging guidance
- ☐ Print brochures, sign-in sheets, and gather branded materials
- ☐ Promote via MLS, social media ads, email blasts, and local signage

## DAY OF EVENT

- ☐ Arrive early to set up and do a final walk-through (interior and exterior)
- ☐ Place directional signs from main roads
- ☐ Turn on lights, open blinds, play soft background music
- ☐ Set up refreshments (light snacks, bottled water, etc.)

## DURING EVENT

- ☐ Greet each visitor warmly and introduce yourself
- ☐ Ask discovery questions to assess buyer intent
- ☐ Highlight the home's key features and local amenities
- ☐ Be informative without being overly salesy, and give visitors space to explore the home
- ☐ Encourage sign-ins (digital or paper) for follow-up

## POST-EVENT FOLLOW-UP

- ☐ Thank attendees via email or text within 24 hours
- ☐ Provide additional information or answer questions attendees may have left with you
- ☐ Schedule private showings for interested buyers
- ☐ Share feedback with the seller
- ☐ Track leads in your CRM for future outreach

**PRO TIP:** Treat every open house as both a showing and a branding opportunity. Be memorable, be helpful, and always follow through.



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