

# Open House Checklist

## BEFORE AN OPEN HOUSE

- ☐ ASK THE LISTING AGENT HOW YOU GAIN ACCESS TO THE HOME
- ☐ BRING IPAD OR LAPTOP TO OH WITH A CHARGER SO PEOPLE CAN SIGN IN.
- ☐ GATHER SIGNS FROM THE OFFICE & DISPLAY OH SIGNS 1 HOUR BEFORE
- ☐ LET OWNER KNOW TO HIDE ALL VALUABLES & MEDICINES
- ☐ CREATE A SOCIAL MEDIA STORY/POST FOR IG & FACEBOOK
- ☐ PRINT MLS FLYERS TO DISPLAY LISTING INFORMATION
- ☐ HAVE A LISTING PRESENTATION READY
- ☐ HAVE PRINTED COPY OF SELLER'S DISCLOSURE (IF PROVIDED BY THE SELLER)
- ☐ HAVE A PRINTED COPY OF MARKETING MATERIALS
- ☐ HAVE A COPY OF BUYER'S PACKET
- ☐ PRINT OUT VERY LARGE FLOOR PLAN: 1 OF EACH FOR DISPLAY (IF PROVIDED BY LISTING AGENT)
- ☐ PRINT OUT A BUNCH OF FLOOR PLANS THAT HAS ALL THE FLOORS ON IT TO HAND OUT
- ☐ UP TO DATE BUSINESS CARDS
- ☐ PRINT TOWN INFO FROM NJMLS [www.njmls.com/communities](http://www.njmls.com/communities)
- ☐ DOOR KNOCK 1 HOUR BEFORE INVITING THE NEIGHBORS TO THE OPEN HOUSE HANDING THEM THE OPEN HOUSE FLYER OR LEAVING IT ON THEIR DOOR.



# Open House Checklist

## DURING AN OPEN HOUSE

- ☐ SETUP OH WEBSITE FOR LEADS ON YOUR CHIME ACCOUNT ENTER MLS# & SELECT HOME CAPTURE LEADS
- ☐ TEST THE OH WEBSITE TO MAKE SURE YOU CAN SEE LEADS IN CHIME.
- ☐ SETUP WELCOME TABLE WITH MATERIALS & TABLET/COMPUTER  
CREATE AN INSTAGRAM OR FACEBOOK STORY TO SHOWCASE HOME
- ☐ TURN ON ALL LIGHTS, OPEN ALL SHADES & CLOSE ALL TOILET SEATS
- ☐ CREATE AN AMBIENCE: PLAY MUSIC, LIGHT CANDLES OR USE HOME SPRAY IF NEEDED.

## AFTER OPEN HOUSE

- ☐ LOCK ALL DOORS & WINDOWS
- ☐ UPDATE THE OWNER OF ALL THE OPEN HOUSE ACTIVITY & FEEDBACK IF IT IS YOUR LISTING
- ☐ CALL THE LISTING AGENT & LET THEM KNOW HOW MANY GROUPS SIGNED IN AT THE OH & WHAT THE FEEDBACK WAS (IF YOU ARE HOSTING FOR ANOTHER AGENT)
- ☐ FOLLOW UP WITH ALL LEADS ON MONDAY MORNING AFTER THE OH
- ☐ TAKE THE BUSINESS CARDS OF THE REALTORS THAT CAME FROM THE OPEN HOUSE