

OPEN HOUSE CHECKLIST

7-10 DAYS BEFORE OPEN HOUSE

- Send invitation postcards.
- Post your open house on social media.
- Call and invite 100+ neighbors.
- Mark the open house on the MLS.
- Post the open house on Craigslist.

2 DAYS BEFORE OPEN HOUSE

- Door knock with open house information.
- Clean and stage home.
- Prepare and print open house kit: Welcome Sign, Sign in Sheets, Open House Brochures, Buyer Roadmap, Treats, etc.
- Run a Facebook ad.

DAY OF OPEN HOUSE

- Place maximum number of open house signs in neighborhood.
- Post the open house reminder and hours on social media.
- Door knock neighbors to remind them of the event.
- Set up open house kit, flyers, business cards and other supporting docs.
- Play some background music.
- Take videos and photos of your event and share on social media.

AFTER OPEN HOUSE

- Send Thank You texts and emails.
- Post pictures/video of a successful event on social media.
- Call seller with open and honest feedback.