  **Open House Checklist**

1. Schedule the date of the Open House with Seller and lender partner
2. Set up any advertising in advance of the open house
3. Post the event on Facebook on Biz Page and consider "boosting” the ad
4. Post the open house info on TWITTER
5. Perform a 10/10/20 activity with lender partner (knock, deliver or send to the 10 houses on either side and the 20 across the street to ask for their HELP on Finding a new Neighbor announcing the open house and inviting the neighbors to a private showing - up to 500 flyers when appropriate.
6. Place OPEN Rider on For Sale Sign before the scheduled open when possible
7. Set up a handout with the listing information of other properties for sale that are slightly below and above subject property
8. Set up a list of ALL open houses in the immediate area for prospects
9. Set up Sign in sheets/cards on clip boards
10. Confirm that Lender partner will be on premises with Pre-Approval info
11. Feedback sheet for seller
12. Pack premiums: Pens, sports schedules, calendars…anything with your name on it.
13. Set up directional signs with flags/balloons or hire out (up to 50 depending on area)
14. Set up feather OPEN HOUSE signs
15. Where possible, set up outside of the property a reception table for sign in and Refreshments
16. Inside: Turn on ALL lights, open all window treatments, with soft but not annoying music
17. Arrange for 2 greeters/agents/etc inside the property at all times
18. Complete report of activities to the seller
19. Turn off all lights and return the property to original sellers’ preference. Be sure to check all doors/windows to be locked
20. Remove riders and signs
21. Send thank you notes to all who registered
22. Send thank you notes to all neighbors
23. Send thank you notes to all property owners where directional signs were placed.
24. Enter all prospects that requested additional updates into your update program: Market Snapshot,
25. Set up NEXT open house!