



Open House Checklist

Done How to Get People There?

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| | Newspaper? |
| | Early open house signs (open Sat 1-3...) |
| | Make sure it is priced right and has a good co-broke commission |
| | Directionals and signs the day of open house (w/balloons!) |
| | Notice at updesk (early in week if possible) |
| | Fax, mail or email flyer to other offices or target agents ahead (send your buyers! will honor relationship). |
| | Call other agents you know a couple of days ahead - "Love to do a deal with you!" |
| | Create excitement by having the first showings at open house |
| | Call or mail neighbors and abutters and invite to open house |
| | Notify present clients and customers by calling or sending (mail or email) invitation |
| | Leave a voice mail for whole office (or appropriate Key offices) several days in advance |
| | Do a price change 2-3 days before open house and put open house in comments - It will come up on all peoples property finders & mls prospecting as PCG & open house will show |
| | Try different times (such as 4-6 weekdays) |
| | Make it an event - Do a raffle or offer a buyer protection plan |
| | Send invitation (mail or email) to sphere saying "Haven't seen you in a while - stop in and see me at my open house at _____" |
| | Enter the open house in advance on MLS, Realtor.com, RLS 2000 |
| | Email client match agents about your open house and ask them to send their buyers! (will honor relationship). |

Done Once you get them there - how do you WOW them (keep them)?

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| | Dress appropriately |
| | Go early and bake some cookies or put potpourri on |
| | Put all of the lights on |
| | Play Jazz or Classical music in the background |
| | SMILE! |
| | Chat them up! - Engage them in conversation - Catch them on the way in, not the way out |
| | Have them sign in with name and tel. Number (Own/Rent Currently?) |
| | Have Open House Tent Cards on display to clearly present your agency relationship with potential lookers |
| | Have an agenda - not there to baby-sit or observe |
| | Bring a partner (another agent, ERA Mortgage lender, etc) Good for safety |
| | Bring laptop and have presentation or listing slide show running |
| | Have plenty of business cards on hand |
| | Have plenty of color list sheets and market master materials in the home |
| | Hand out visual tours on cd |
| | Have "Phone in, Move In" free pre-approval certificates on display |
| | Have "Ways to Finance" flyers in the home on display |
| | Have brochures available for buyers (Merril on team era.com or gooder group) |
| | Have buyer and seller packets handy to use and offer forms on hand |
| | Have Answers Books available to give to good prospects |
| | Have info on benefits of Buyer agency or Working with an Agent flyer available for pick up |
| | Have a list of similar listings in town, other areas and price range |
| | Have a list of open houses in the area available |
| | Have maps available to hand out |
| | Bring homes magazines with a sticker on them that is personalized with your info and says "I can help you with any of the homes in here!" |