

## OPEN HOUSE CHECKLIST

Open House Material List		
<input type="checkbox"/>		Business Cards
<input type="checkbox"/>		Property Flyer
<input type="checkbox"/>		Personal Brochure
<input type="checkbox"/>		Sign In Sheet / Device (Paper or Electronic - IE - IPAD)
<input type="checkbox"/>		Main Open House Sign / Flag / Banners (Front & Back Yard *Waterfront)
<input type="checkbox"/>		Gift Bag (Marketing Materials - (Pens, Magnet, Koozie, Snack)
<input type="checkbox"/>		Open House Directional Signs (7-10) **Branded Signs With YOUR Name & Number
<input type="checkbox"/>		Candles (Anything to help Aroma)
<input type="checkbox"/>		Speaker (Music)
<input type="checkbox"/>		Beverages (Water, Coffee, Other Refreshments)
<input type="checkbox"/>		Snacks, Sandwiches, Etc
<input type="checkbox"/>		If Unfurnished (Bring 4 folding chairs / small table if available)
<input type="checkbox"/>		Bring Something For Self-Defense
<input type="checkbox"/>		Bring Personal Meals / Refreshments
<input type="checkbox"/>		Laptop / Phone
<input type="checkbox"/>		All other work related items needed to get done during downtime
<input type="checkbox"/>		
7 Days Leading Up		
<input type="checkbox"/>		Input Open House VIA Your MLS
<input type="checkbox"/>		Be sure syndicates into Zillow, Etc.
<input type="checkbox"/>		Past On All Social Media Platforms (LinkedIn, YouTube, Facebook, Craigslist, Instagram, Etc)
<input type="checkbox"/>		Practice Dialogue / Scripts
<input type="checkbox"/>		Study The Neighbor Hood / Amenities / Area
<input type="checkbox"/>		Study & Preview The Active Competition
<input type="checkbox"/>		Make Sure The House Is Clean
<input type="checkbox"/>		Cold Call Geo Area (Get Numbers <a href="#">HERE</a> ).
<input type="checkbox"/>		
Day Before Open House		

<input type="checkbox"/>		Be Sure To Have All Materials Above
<input type="checkbox"/>		Door knock 50 - 200 neighbors in the surrounding area / community. Provide invitation flyer / post card. End of the day when people are off work
<input type="checkbox"/>		(Reminder) Market On All Platforms Above
<input type="checkbox"/>		Set Up Inside Open House with Marketing Materials, Etc
<input type="checkbox"/>		Make Sure The House Is Clean
<input type="checkbox"/>		Cold Call Geo Area (Get Numbers <a href="#">HERE</a> ).
<input type="checkbox"/>		
<b>1 HOUR BEFORE OPEN HOUSE</b>		
<input type="checkbox"/>		Get All Signage Out. Be sure you can clearly see from as many angles as possible.
<input type="checkbox"/>		Practice Dialogue / Scripts
<input type="checkbox"/>		Open Drapes / Blinds
<input type="checkbox"/>		Turn On Lights
<input type="checkbox"/>		Turn On Music
<input type="checkbox"/>		Light Candles
<input type="checkbox"/>		Make Coffee, Cookies and Whatever else for Aroma
<input type="checkbox"/>		Set Up Your Work Station / Stay Busy Prospecting / Lead Follow Up. During Slow Time
<input type="checkbox"/>		
<b>DURING YOUR OPEN HOUSE</b>		
<input type="checkbox"/>		Be Energetic and Inviting
<input type="checkbox"/>		Ask Prospects To Sign In Per Sellers Request
<input type="checkbox"/>		Allow Them To Walk Around Freely / Give Them Space
<input type="checkbox"/>		Ask If They Would Like Refreshments / Snacks
<input type="checkbox"/>		Ask For Feedback About The Property. Ask Some Probing Questions Like:
<input type="checkbox"/>		- What Brings You In Today?
<input type="checkbox"/>		- How Long Have You Been Looking?
<input type="checkbox"/>		- Do You Have To Sell A House Before Buying The Next?
<input type="checkbox"/>		- Maybe They Are A Neighbor Looking To Sell? How Soon Do They Want To Sell.
<input type="checkbox"/>		Downtime - Remember to ensure you have everything during downtime to follow up call, prospect new business and further market.

<input type="checkbox"/>		
<b>POST OPEN HOUSE</b>		
<input type="checkbox"/>		Add everyone into your CRM
<input type="checkbox"/>		Call Everyone For Feedback & Ask For Appointments To Meet
<input type="checkbox"/>		Track Your Activity On The Open House. Enough Traffic? If Not, Consider Moving On To Another One To Test.
<input type="checkbox"/>		Prepare For The Next Open House
<p>Geo Areas Phone Numbers To Promote Your Open House - The link below will waive their \$149 sign on fee!!  <a href="#">CHECK IT OUT HERE.</a></p>		