

# OPEN HOUSE CHECKLIST

## 7-10 Days Before Open House

- Send invitation postcards.
- Post your open house on social media.
- Call and invite 100+ neighbors.
- Post the open house on the MLS.
- Run an ad on additional sites like Craigslist, local media outlets, etc.

## 2 Days Before Open House

- Doorknock with open house information.
- Clean and stage the home. Make sure expectations are set with seller.
- Prepare and print open house kit: Welcome Sign, Sign In Sheets, Brochures, Treats, etc.
- Run a Facebook ad.

## Day Of Open House

- Place maximum number of open house signs in the neighborhood.
- Post the open house reminder and hours on social media.
- Doorknock 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.