

OPEN HOUSE

A checklist with tips + tricks!



The idea of an open house is to quickly get as many eyes as possible on your property, which may ultimately lead to a faster sale. Preparing a home for an open house can be labor intensive, because you want it to really look its best, so be sure to review our [guide on prepping a home for sale to maximize profits](#). On the plus side, the home needs to be shined and polished only once for an open house, compared with multiple times for individual showings.

GENERAL CONSIDERATIONS

- Is there a neighborhood garage sale coming up? If so, host the open house that weekend.
- Consider teaming up with neighboring listing agents to participate in a "neighborhood open." At this level of activity, perhaps the HOA would share/advertise the group of open houses in their local media presence.
- If you have relationships with local artists or interior designers, this could be an opportunity for them to showcase their work. Ask them if they want to participate in some way.
- Be sure to have a dedicated website for the home listing so it can be shared with prospective buyers.
- Think about offering snacks and drinks. COVID precautions have dampened this tradition, but it's still something to figure out logistically. Freshly baked cookies, freshly brewed coffee, and bottles of water are always a nice gesture.
- If pets live in the home, now is the time to have a plan on removing the pets and as much evidence of their existence as possible for the open house.
- Think about having signs printed with the Open House day of week and time so you can advertise early.

7 DAYS BEFORE

- Prepare a flyer to be given to potential buyers.
- Plan refreshments.
- For ultimate safety, consider securing a 2nd person to be present during the open house.
- Mail postcard invitations to 200 or more neighbors.
- Post and/or purchase advertising about the open house online. Think of different channels like: Facebook, NextDoor, MLS, Zillow, Craigslist, Realtor.com, etc.

2 DAYS BEFORE

- Go door-to-door with a marketing piece to invite neighbors and explain the expectation of extra traffic.
- Tidy the home, paying close attention to the yard's appearance for ultimate curb appeal.
- Share a video tour on social media.
- Review the surrounding comps, schools and more to be equipped to answer detailed questions.
- Box up all personal items and clean up closets.
- Prepare and print: welcome sign, sign-in sheets, listing flyer, home buying scorecard and business cards.

DAY OF

- Ensure pets and their odors are removed.
- Prepare the ambient environment: play soft music, put out refreshments, open all draperies, turn on lights, spray air freshener, close toilet lids, and lower home's temperature.
- Set out all marketing and informational documents.
- Post a quick video on social media.
- Put the open house sign in the yard along with directional signage.
- Invite guests to complete a feedback survey.
- Follow up with guests that evening.
- Discuss feedback with your seller.



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