



Open House Check Sheet

Pre-Planning

- Make sure you have communicated to your seller in regards of timing
- Notify your front desk you are having an open house
- Update your MLS of the open house (as far ahead as possible)
- Contact your lending partner to join you, Cal Coast is most always accessible
(request the front desk to send out a request to Cal Coast Agents if needed)
- Announcement to neighborhood/community (emails, mail, cold calling)
- Announce through your social media & Intero FB (Facebook, twitter, etc.)
- Prepare professional & clean flier (Intero360), have printed (color fliers)
Print enough for door knocking prior if applicable
- Bring your Open House Register (obtain free from the front desk)
- Bring refreshments (cookies or anything with crumbs not suggested)
- Bring Music
- Bring Misc. items; (a) Please remove shoes sign, (b) booties
- Make sure you know city guidelines for open houses, make sure you have enough signs, you will have to borrow from either your office manager or another agent if you are in need

Day of Open House

- Put out open house signs as early as possible, hit major corners (as many signs as possible)
- Put up a rider on your yard sign that states "Saturday 1-4" or "Sunday 1-4"
- Go door knocking with your lending partner prior to open house
- Make sure you start setting up in the house 30-45 minutes prior to start time
- During open house talk to & have people register as much as possible, WORK THE ROOM!
- Update seller with how things went & results (if you call, follow up as well with email)
- Within 24 hours add registry to your CRM, initiate your "Open House Drip Campaign" &
And follow up when applicable