

Hosting a Successful **OPEN HOUSE**

Everything you need to know!



Open House **TIMELINE**

WEEK BEFORE the Open House

- Add the Open House time on the MLS, or work with the Listing Agent to post it on the MLS
- Design & print marketing materials (Door Hangers, Flyers, Brochures, Postcards, etc.)
- Organize, order, secure Open House signs
- If coordinating with another Listing Agent, ask them about the house, what are the seller's motivations, what are they looking for in an offer, etc.
- Download Lender App or schedule with a lender to be at the open house with you.
- Inform a family member or emergency contact where and when you will be for the Open House for safety or arrange for a partner

DAY BEFORE the Open House

- Prepare and print a Sign-in Sheet
- Memorize Home FAQs – Square Footage, #Bed/Bath, Schools, Lot Size, Review Agent Only Remarks and notes from conversation with Listing Agent/Seller
- Pull Sold & Active Comparables so you can be a market expert when a buyer walks in the house
- Organize Refreshments
- Put Open House Materials in car
- Review Scripts & Objections. Best Choice Realty's YouTube Channel is an excellent resource
- Door knock and invite the Neighbors to attend the Open House. "Hi, my name is XXX with Best Choice Realty. As you know we have the home across the street we just listed and I wanted to invite you to come by for our Open House tomorrow at XXX. The sellers will be gone for the day and it's a good time for you to peek inside. Who knows, you might even have a friend that it could work for."

DAY OF (at least 60 min. prior to) the Open House

- Post and boost on your personal social media that you are hosting an Open House. Ask them to pop by and "Say Hi!" They may not, and that's okay - This is intended to remind your friends that you are in real estate
- Bring your Open House materials into the house so you are prepared
- Turn on all the lights and lamps in the house
- Open ALL the blinds and curtains in the house
- Take KeyFob and door access code/key and place in a safe place during the open house (typically a kitchen drawer)
- Take any flyers from the sign post out of the flyer box for the duration of the Open House
- Memorize Home FAQs again – Square Footage, #Bed/Bath, Schools, Lot Size, Review Agent Only Remarks and notes from conversation with Listing Agent/Seller
- Setup signage in strategic places around the community and 1-3 in front of the house

Supplies & Materials



- Signage: 3-6 Open House Aboards
- Signage: 6-12 Directionals
- Marketing Material: Flyers and/or Doorhangers
- Sign-in Sheet & Pens
- Foot Covers (Booties)
- Hand Sanitizer
- Water & Refreshments
- Business Cards
- Light Cleaning Supplies

DURING the Open House

- Open the Door or have a sign on the door inviting guests to “Come In”
- Remove the flyers from the sign post
- Introduce yourself to everyone entering before allowing them to tour. Show them you are in command of the situation and someone desirable to work with. Ex: “Please tour the home and don’t miss the master bedroom! When you’re done, I’ll meet you in the kitchen for coffee and questions.” OR “What can I tell you about this house?”
- Ask each person politely to Sign-In
- Be friendly and smile!
- Stay standing throughout the open house - don’t be sitting down. It doesn’t imply you are engaged
- Play soft music – consider the mood for the house and community
- Thank each person for coming by for the Open House

AFTER the Open House

- Follow-up with each of the groups that toured the home during the Open House via call/text/email
- Enter each of the contacts from your sign in sheet into your CRM for future followups (excluding those with Agent representation)
- Cleanup – wipedown counters, doorknobs, foot traffic on hardwoods
- Take Down all Open House signs
- Leave a small gift or thank you for the sellers
- Give thorough feedback to the Listing Agents
 - a. How many groups or people came through for the Open House
 - b. How many are serious in offering on the house
 - c. How did it show?
 - d. Is there anything the seller could do or should consider that will help the house sell? Think material defects, odors, clutter, repairs, staging, photography, etc.



CREATIVE IDEAS from agents that love Open Houses

“Make it a Community Event. Get a food truck, get some music going, invite the community on Facebook, door knock, flyers, the works!”

“I put out 20+ signs for each open house that I do. Drives so much foot traffic!”

“Pick a time for an open house that works harmoniously with other open houses in the area”

“Have fun with it! I bring someone with me (a lender, my kiddo, another agent) and play Where’s Waldo. People that come through the house have to find him before they leave. If they do, I give them a door prize that has my business card attached to it”

“I always have cups with lemonade or coffee in the kitchen and offer them to each person. Proper cups (not disposable) imparts quality and guests won’t leave until they are finished with their drinks. Sometimes I’ll do cookies or bread too. Be careful if the house is staged or occupied though – I give wipes to cleanup afterwards.”

“I prime my guest list with some of my friends name and info to get people more comfortable with filling in their information. I’ve also put incentives for people to fill it in – please sign for an entry for a \$50 gift card.”



Signage & Marketing Materials

Flyers and Signage, Aboards

See options at:

BestChoiceRealtyHomes.com

Contact: Lori@bestchoicerealtywa.com