



# Hold an Open House by Design, Not by Accident

Tasks to complete for a successful open house.

7 Days Prior	6 Days Prior	5 Days Prior

BRAINSTORM: Tips for sellers to get their home *open house ready*.



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4 Days Prior	3 Days Prior	2 Days Prior	1 Day Prior
<p>BRAINSTORM: Takeaways to display during an open house.</p>			
<p>BRAINSTORM: Supplies to bring to an open house.</p>			



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Day of the open house tasks.

BRAINSTORM: Best practices for setting the stage at an open house.

## Conversation Topics

- What do you like about this home?
- Have you seen other properties you're interested in?
- How long have you been looking?
- How does this home compare to others you've seen?



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## Buyer Questions

- How many offers?
- Price adjusted?
- Number of days on the market?
- Seller's motive for selling?
- Issues with home?
- Utilities

## Follow Up & Follow Through

1. Visitor Follow Up
2. Send out Thank You Email

*"This property already has high demand among (DATE'S) open house guests! If you'd like to put in an offer or book a follow-up call, please text or call me at (CELL NUMBER)."*

3. Upload Contact Info
4. Schedule Seller Update