



Hold an Open House by Design, Not by Accident

Checklist of tasks for a successful open house.

7 Days Prior	6 Days Prior
5 Days Prior	4 Days Prior
3 Days Prior	2 Days Prior
1 Day Prior	Day of the Open House



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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?

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