Open House Checklist

Tick it off from a week out to the follow-up. Pair it with the sign-in sheet.

A WEEK BEFORE

- [ ] Confirm the date, time and showing window with the seller
- [ ] Agree house rules with the seller: pets, valuables, parking
- [ ] Line up a second person to staff it with you
- [ ] Post the open house everywhere you advertise the listing
- [ ] Check local rules for open house signs
- [ ] Print sign-in sheets and feature sheets

THE DAY BEFORE

- [ ] Walk the house with the seller and note anything to fix
- [ ] Ask the seller to put away valuables, prescriptions and mail
- [ ] Plan where visitors will park and keep the driveway clear
- [ ] Charge your phone and pack your bag
- [ ] Tell one person where you will be and when you will check in

MORNING OF

- [ ] Arrive early and walk every room
- [ ] Open the exits and check that they work from the inside
- [ ] Turn on every light and set a comfortable temperature
- [ ] Put out directional signs and the open house sign
- [ ] Set the sign-in sheet at the front door with a pen
- [ ] Text your check-in person that you have arrived

DURING

- [ ] Greet every visitor and ask them to sign in
- [ ] Stay near a door and keep count of who is inside
- [ ] Hand out feature sheets and note questions
- [ ] Keep your phone on you, not on the counter

AFTER

- [ ] Walk the whole house before you relax
- [ ] Collect signs and lock up
- [ ] Text your check-in person that you are out
- [ ] Follow up with every visitor within a day
- [ ] Send the seller a short recap of visitors and feedback

NOTES