

FOLLOW THIS TIMELINE CHECKLIST IN ORDER TO HAVE A SUCCESSFUL OPEN HOUSE, AND TO ACHIEVE A CONSISTENT EXPERIENCE FOR EACH CUSTOMER.

TIMELINE OF EVENTS

7+ Days before Open House

- Add Open House details on MLS, don't add the neighbor preview hour, just the time for the general public.
- Secure a Lender Partner
- Call HOA and schedule to have gate open (if applicable)
- Look like an expert by researching the area, roads, and points of interest.

3 Days Before the Open House

- Confirm with home owner or listing agent
- Confirm with your lender partner
- Confirm with HOA that gate will be open
- Invite the people in your database who would be interested in this house, via email

2 Days Before the Open House

- Create your neighbor preview invites and branded goodies labels
- Door knock and flyer at least 40 homes around the property with the neighbor preview invite
- Created branded water bottles and food items

1 Day Before the Open House

- Use Google Maps to find the major cross streets to the property, and determine how many signs you will need. The more signs the better.
- Collect Open House Signs and Flags
- Print Magic Flyers, Open House Report Card, and Agent Resume.

Day of the Open House

- Allow yourself time to get ready for the open, you don't want to be rushed.
- Schedule the whole day for the Open House. Do your homework on the house and neighborhood; you should know it like your own.
- Act and dress professionally. Every Open House is a buyer and seller interview!
- Make sure you are in the correct mindset for success.

1 Hour Before Neighbor Preview

- Arrive at property
- Set the thermostat to a reasonable temperature. You want your guests to be comfortable in the home. If it's not too hot/cold out, open the doors and windows.
- Sweep/shovel front porch/walkway
- Turn on all exterior and interior lights.
- Open all blinds and curtains. If the view is bad (ugly view, trashcan) open just enough to let in light.
- Close all toilet lids and make sure towels are folded and neat. If there is a designated bathroom, place a notes on all other toilets that they are not for use.
- Make sure all trashcans are hidden/empty/closed.
- Fluff couch cushions, straighten pillows. The house should look livable, not lived in.
- Make sure valuables/medication/firearms are secured
- Make sure your belongings (purses, notebooks, drinks, computers) are out of site.
- Have your phone, but be present for all guests. Bring a charger or battery pack.
- Make sure doors to exterior features are unlocked.
- Setup sign-in area and music, keep the music low and neutral.
- Post a video to Instagram/Facebook about the open and tag the team/brokerage

15 Minutes Before Neighbor Preview

- Double check everything is in order and take a moment to gather your thoughts.
- Add two to three complete entries in the Sign in Sheet (this encourages guests to fill it out)

15 Minutes Before General Open

- Have your Lender Partner put out the Open House Signs and Flags. It's a work day for them too!

During the Open House

- Always keep a professional mindset when welcoming guests, setting the tone.
- Be visible from the front door and when a guest arrives, greet them with a handshake and a smile.
- Make small talk/softball questions as you guide them to the Sign in Sheet to sign in.
- Invite them to tour the home, and ask them to connect with you when they are finished (another

REAL ESTATE FAST TRACK

- opportunity for a conversation).
- Everyone through the door could be a potential client, treat them like they are.
- Update your Open House Report Card in real time.

After the Open House End

- Have lender partner retrieve signs AFTER posted end time, not before.
- Clean up any and all trash.
- Clean and disinfect the counters/tables and doorknobs. Re-fluff cushions.
- Call the seller if your listing to leave a neutral/positive summary of the general feedback.
- Call the listing agent and leave a summary of the feedback, be specific (condition of home, anything broken/not working, etc)
- Take a video of you at the house thanking the visitors and send the video via text or 3rd party video app.
- Close all windows/doors and blinds/curtains.
- Set the thermostat back to the original temperature.
- Turn off the lights.
- Lock all doors and windows (double check!).
- Return the key to the lockbox.
- Send a thank you note to the seller.
- Send a thank you note to the listing agent if not your listing.
- Finalize your Open House Report Card.
- Enter your open house sign-ins into your CRM or Open House App.

Safety Tips

- Be aware of everything and always have an exit.
- Use a buddy system (you should have a lender partner with you), or a code word for emergencies if you need to call the office or team leader.
- If something feels weird, leave. A home is replaceable - you are not.
- Consider some manner of safety jewelry.
- If you have a concealed carry permit, your firearm should NOT be visible.

Keep in mind

- Don't park in front of the house, park 3 or more houses away. You can park in front to load/unload your supplies. Don't park in the garage.
- Make sure the home is always neat and tidy. Clean and straighten up as you go.

- You are the host of this event, but also a guest of the homeowner.
Please don't:
 - Use or lean on the furniture.
 - Be on your phone.
 - Use this time for other work. We don't want guests to feel that they are interrupting you.
 - Eat or drink (other than water). No one wants to see your half drank Redbull.
 - Chew gum.

SUPPLY KIT CHECKLIST

General

- Portable Speaker
- Soft music playlist, think Musak or Starbucks.
- Chargers for speaker and phone
- Sign-in sheets
- Notepad and buyer qualifying questions
- A few clipboards
- Pens (you can brand these too!)
- Brochure stands to hold your flyers
- Your Business Cards
- Shoe Covers (as applicable)
- Starbucks \$5 gift cards - at least 3
- Laminated "Welcome Come In" sheet for the front door

Handouts / Marketing

- Magic Flyer
- Financial Flyers and business cards provided by the Lender
- Agent Resume
- Buyer and Seller Guides (your Title company probably has these, if you don't)
- Your Branded Goodies

Emergency Items

- Toilet Paper
- Paper Towels
- First Aid Kit
- Febreze or deodorizing spray
- Door Stops
- Non-marring tape
- Antibacterial Wipes
- Any weather specific items such as umbrellas, snow shovel, etc.
- Broom to sweep walkway