



Open House Checklist

Prior to Open House:

- ☐ **Confirm** the open house with the homeowner and/or listing agent.
- ☐ **Ensure the open house is listed** in the MLS (or verify that it has been entered).
- ☐ **Verify** with Listing Agent that it's alright to use photos for marketing. (in writing)
- ☐ **Submit a task in ClickUp** for a marketing graphic. (Must be entered by Thursday evening to ensure Marketing has time to create it.)
- ☐ **Prepare brochures and marketing materials** for the open house.
- ☐ **Set out directional pointer signs** in high-traffic areas.
- ☐ **Door knock surrounding homes** to invite neighbors and build local interest.

Day of the Open House

- ☐ **Pull comparable sales** to understand the competition and provide valuable insights to attendees. (Also a great way to collect contact information by offering to send this afterward!)
- ☐ **Arrive 30 minutes early** to set up.
- ☐ **Set out rider sign and unlock doors.**
- ☐ **Turn on all lights** to create a bright and inviting space. (open blinds for natural light)
- ☐ **Tidy up the home as needed** (remove trash, close toilet seats, ensure the home is show-ready).
- ☐ **Set up background music** to enhance the ambiance.
- ☐ **Arrange marketing materials, brochures, and sign-in options.**
- ☐ **Review the Seller's Disclosure** and property details so you can confidently answer questions.
- ☐ **Promote the open house on social media** with a **personal touch**:
 - ☐ **Facebook:** Share on your personal page and/or story. Add something personal: *"Come by and see me today!"*
 - ☐ **Instagram:** Share to your story from the team page or create your own post. Add a personal invite: *"I'm here from 1-3 PM—stop by and say hi!"*
 - ☐ **Post a video walkthrough** to social media for additional exposure.

During the Open House:

- ☐ **Encourage sign-ins** (digital or paper).
- ☐ **Engage with visitors & ask key questions** to understand their needs. (See attached conversation guide.)
- ☐ **Highlight the home's key selling points.**
- ☐ **Offer something of value** in exchange for their contact information:
 - **Seller's Disclosure / List of Updates**
 - **Comparable Sales in the Area**
 - **Upcoming Homes for Sale**
 - **Exclusive Off-Market Deals** (Through Ketzner Homes, we have access to off-market properties other agents don't.)
 - **Raffle or Giveaway** (A simple \$10 gift card can be an easy way to capture contact info.)

Post-Open House:

- ☐ **Turn off all lights and lock up** the home.
- ☐ **Remove all signage** (rider signs, pointer signs, and any other marketing materials).
- ☐ **Provide attendee feedback** to the homeowner and/or listing agent.
- ☐ **Follow through on any promises**—if you told an attendee you'd send information, **do it**. (Follow-up is a game-changer!)
- ☐ **Personally follow up** with attendees to thank them for coming.
- ☐ **Enter all leads into your database** (Lofty/ClickUp) for future follow-up.

Open-House Conversation Queues

General Icebreakers

- "Welcome! What brought you out to this open house today?"
- "Tell me about your home search—have you been looking for a while?"
- "What stood out to you about this home?"
- "Do you live in the area now?"

Understanding Their Home Search

- "What are you looking for in your next home?"
- "Tell me about the kind of neighborhood you'd love to be in."
- "What's been the biggest challenge in finding the right home so far?"

Determining Their Readiness

- "Who's helping you with your home search right now?" (Instead of "Are you working with an agent?")
- "Which lender are you working with?" (Instead of "Are you pre-approved?")
- "When do you need to be moved into your new home?" (Instead of "Are you looking to move soon?")

Identifying Needs & Preferences

- "What are the must-haves in your next home?"
- "Are you leaning toward something move-in ready, or do you like the idea of making a few updates?"

Closing the Conversation

- "I know of a few properties coming soon that fit what you're describing—I'll send you the details."
- "Let's set up a private showing for anything that catches your eye. What's your schedule like this week?"
- "We have off market deals that come across our desk often. I can check with Team Lead and see if there's anything available that I can send you."