

# Open House Checklist

## Pre-Open House

- Prepare sellers with your process
  - Prepare Market CMA
  - Print list of latest sold in area
  - Prepare list of nearby schools
  - Ensure listing is live on Realtor.ca
  - Advertise on social media
  - Post an invite video on social media
  - Know details about the builder
  - Book a similar home for showings 30 minutes after
  - Prepare and place open house signs
  - Purchase a few \$5 Tim Hortons cards (for guests or neighbours)
  - Prepare and print feature sheets
  - Remind sellers to secure valuables
  - Invite a mortgage broker or provide an info sheet
  - Prepare Sign-in Sheet or Open House Feature on Remarker
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## Morning of Open House

- Turn on all lights
- Tidy the property if needed
- Ensure pets are secured
- Bring Laptop/Tablet - Digital Sign-in?
- Make sure all visitors sign in
- Ask questions to understand buyer needs
- Offer to show a similar property after
- Keep motivations of visitors confidential
- Bring your charm and professionalism

- Have help on hand for greeting/sign-in
  - Door knock nearby homes to invite neighbours
  - Give Tim Card to neighbours with signs
  - Pick up snacks or light refreshments
  - Put out open house signs
  - Confirm listing info is correct on Realtor.ca
  - Call sellers/clients to remind them
  - Have printed feature sheets ready
  - Bring a laptop or tablet
  - Dress professionally
  - Bring printed sheets of comparable properties
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## **After Open House**

- Call sellers with results and feedback
- Pick up all signs
- Show any booked showings to interested prospects
- Follow up with all prospects
- Enter all leads into your CRM

## **Open House Checklist PDF**

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