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

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

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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