**Your Listing: Open House**

Client Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Client Phone Number\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Property Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MLS#: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Open House Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Preparation for the Open House:**

* Schedule the Open House with your Sellers and add it to the MLS & KWLS the Monday before
* Give owner the Seller’s Checklist for preparing for the Open House
* Install the KW Mobile Search App on your phone and be prepared to share it
* Order food and drinks (if sellers agree)

**Monday:** Create and mail invites to 100 people in the neighborhood

**Tuesday:** Create your marketing pieces, including an informational packet specific to the neighborhood

**Wednesday:** Market on all Social Media Accounts and E-mail Blast

Create a Facebook Ad with a short video clip or picture of the home

Send E-mail through Showing Time to invite/alert other Agents

**Thursday:** Prepare your “Look Book.” Include homes listed at lower and higher prices as well as those that are comparable in price range of the home you are hosting. Also have Comps. for homes that have sold in the neighborhood of the Open House you are hosting to put on display at your Open.

Preview the other active homes in the area to become the expert!

**Friday:** Door Knock the Neighborhood/Circle Prospect Calls

**Prior to the start of the Open House:**

* **In the morning, review the “Hot Sheet” on the MLS to check for any new listings/coming soons in the neighborhood**
* **Create a search in the neighborhood and generate a link from the MLS to share with prospective buyers**
* Place directional signs at major intersections with balloons
* Place sign in front yard with balloons
* Arrive 15-20 minutes early
* Turn on all lights
* Open doors
* Open drapes
* Check yards and entrance for any debris and clean up
* Check bathrooms and close toilet lids
* Set out food/drinks if applicable
* Turn on soft music
* Have your “Look Book” ready but not out for buyers to readily access
* Set up your area with:
  + Sign in sheet
  + Business cards
  + Flyers

**During Open House:**

* Greet guests as they arrive
* Ask guests to sign in
* Create conversation/build rapport
* Ask open-ended questions
* Arrange follow up appointments
* Send video text when guests leave
  + Thank you for visiting my open house VIDEO text from inside the house and share your app.
* Take any follow up notes to remember guests by

**After Open House:**

* Put house back in original order (turn off lights, close doors, etc)
* Collect all of your packets, flyers, cards etc.
* Leave a thank-you note for the seller
* Call the sellers and share feedback with them (what did buyers share about the house that would be helpful, how many people came, how many agents, potential offers, etc.)
* Send thank-you notes to the neighbors

**Follow Up**

* Add each visitor to your Command Contacts
* Add to notes the address of the home of the Open House
* Use that address to locate the neighborhood and at least 3 surrounding neighborhoods around it on the “neighborhoods” section of each contact
* Assign to Open House Smartplan