**Open House – Before, During and After**

**Checklist**

**Before**

* Two Weeks before decide what day and time the event will occur
* Send out Invitation Letter to Neighbors
* Drive by the home and see where the most strategic areas are to place signs. Check with local county sign ordinances on how are in advanced you can place the Open House Signage
* Knock on 10 doors and use the following script:
* *Hi, my name is Anna and I am the REALTOR® for your neighbors at 123 FSBO Street. As an added service I will be holding the Smith’s home open on Sunday! I would like to invite you to tour the home in case you know of any friends or coworkers in the area that may be interested in moving in here! After touring the home, you will be comfortable telling others about it and I will provide you with a packet you can share.”*
* Notify ENTIRE Database via VIDEO Email (bombbomb)
* •Video to share –Seller, DB
* •Make sure you ask people to share!
* •Share in office FB account or in-house system
* •Ask your fellow agents to stop by if in the area
* •Create an avatar ad in FB –direct audience
* •Boost –video ad
* •Personal page –ask people to share
* •Instagram, Twitter, etc.
* Advertise on the following:
* Zillow Video App
* Craig’s List
* Company Platforms
* MLS Platforms
* Facebook Groups
* Every OTHER day for 2 weeks prior nugget a day FB live or SHORT write up include link to house to your website.

**During**

The Day of Prep

•Put out as MANY signs as possible –the bigger the better!

•Add Balloons to front of community and house

•Arrive 30 minutes prior

•Turn on ALL lights including closets

•Open ALL drapes

•72 degrees

•Flush all toilets

•Soft Music and nice smelling candles

•Registration areas –avoid using the kitchen!

**What to HAVE on hand!**

Have goodie packs! Have a PARTY Attitude

Packets of the following:

How to Protect Yourself When Buying a Home

Tax Record and Surrounding Properties

ExcellentColor Brochure of Property (interviewed)

Buyer Brochure

Buyer Needs and Wants Analysis

All in a Folder!

Enter the Open House with a Strategy to fill 2 appointments that week. Know the times/days you are trying to fill.

**After**

Who Attended? –Self Assessment

Thank you Notes for all attendees –via mail first, email and/or FB

Video Thank you for all attendees

Put on Property Searches

Commit to NEXT step within week