

# OPEN HOUSE Checklist

## 1. PLAN

- Choose a date and time to host the open house
- Allocate a budget
- Choose a theme depending on your target demographics
- Identify your target demographic

## 2. PREPARE / ADVERTISE

- Hire a consultant to help sellers stage their property
- Create targeted Facebook ads
- Upload a video tour of the property on social media
- Create a professional brochure with property information
- Reach out to your database of prospective buyers and pictures
- Hire a photographer to take professional pictures of the property
- Prepare and print Open House guest sheets
- Mark the Open House on MLS
- Put Open House rider on the sign a few days before the Open House
- Have neighborhood amenities information available
- Be sure to have Open House signs

## 3. ON THE DAY OF THE OPEN HOUSE

- Put Open House signs everywhere so guests find the property with no hassles
- Broadcast the Open House using Facebook Live or Instagram Stories
- Bake a sweet treat to offer visitors when touring the property
- Arrive a few minutes prior to the start of the Open House and set up
- Turn lights / fireplaces on
- Set temperature to a comfortable degree
- Have each guest sign in using a sheet or an iPad
- Gather feedback and contact details from each guest

## 4. AFTER THE OPEN HOUSE

- Gather all your belongings
- Close and lock all open windows and doors
- Pick up all the Open House signs
- FOLLOW UP WITH EACH GUEST!

Notes

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# PHOTOGRAPHY & SHOWING *Checklist*

## 1. GENERAL

- Hang wreath and add welcome mat to the front door.
- Test all lights and replace bulbs as needed.
- Leave all lights on and all fans off.
- Touch up paint and fill holes or scratches in walls.
- Declutter as much as possible, removing excess furniture and family items.

## 2. KITCHEN

- Clear countertops of all appliances if possible.
- Empty sink and put away all dishes.
- Put all sponges, brushes and dish soap under the counter.
- Empty garbage and move cans & bins to garage.
- Remove all artwork and magnets from refrigerator. Remove all items from the top of the fridge.
- Put pet dishes and kennels out of sight.
- Remove rugs, potholders, trivets and dish towels.

## 3. BEDROOM

- Make beds and tidy the rooms.
- Put all clothing, toys and valuables away.
- Remove family photos and any private artwork.

## 4. BATHROOM

- Clear countertops of all personal items.
- Clear showers and bathtubs of all personal items.
- Clean mirrors and glass surfaces
- Empty garbage.
- Hang towels neatly and remove rugs.
- Remove plungers and cleaning items.
- Put toilet seat and lids down.

## 5. EXTERIOR

- Lawn should be freshly mowed & edged, and bushes trimmed.
- Neatly coil hoses.
- House numbers should be clean and visible (not faded.)
- Pressure wash driveway.
- Manicure gardens.
- Remove any yard clutter.
- Organize patio furniture and children's toys.

*Lets sell your home*