

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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