

OPEN HOUSE CHECKLIST

THE BREAKTHROUGH BROKER GUIDE TO A SUCCESSFUL SHOWING



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DAYS BEFORE
THE OPEN HOUSE

- Send invitation postcards
- Post your open house on social media
- Call and invite 100+ neighbors
- Find and book a caterer
- Mark the open house on the MLS and Zillow.com
- Post the open house on Craigslist
- Find and book a staging company

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DAYS BEFORE
THE OPEN HOUSE

- Door knock with open house door hangers
- Clean and stage home
- Record video tour and post on social media

PREPARE AND PRINT OPEN HOUSE KIT

- Welcome Sign
- Sign-in Sheets
- Open House Brochure
- House Hunting Checklist
- Buyer Road Map

All available on BreakthroughBroker.com



THE DAY OF
THE OPEN HOUSE

- Place maximum number of open house signs in neighborhood
- Run a Facebook ad
- Door knock neighbors to remind them about event
- Hang up welcome sign
- Set up flyers, business cards, and other supporting docs
- Play some background music
- Have a host at the door
- Take videos and photos of your event

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DAY AFTER
THE OPEN HOUSE

- Post pictures of a successful event on Facebook
- Send "Thank You" texts and emails
- Call seller with feedback