

# OPEN HOUSE

## CHECKLIST



**BREAKTHROUGH  
BROKER**

### THE BREAKTHROUGH BROKER GUIDE TO A SUCCESSFUL SHOWING

#### 7 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

#### 2 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 Roadmap

*\*All available on [BreakthroughBroker.com](http://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

#### 1 DAY AFTER THE OPEN HOUSE

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