

Open House Checklist for Real Estate Agents

Before the Open House

- ☐ Deep clean the interior of the entire home and power-wash and clean the exterior
- ☐ Neutralize the home color scheme with paint (if needed)
- ☐ Complete any repairs required
- ☐ Depersonalize and declutter, i.e., remove personal photos and excess furnishings, tchotchkes, and other belongings—be upfront with homeowners as to what needs to be removed, and give suggestions
- ☐ Make first impression areas such as the approach to the front door, front porch, and entryway especially inviting
- ☐ Landscaping should be clean and neat at minimum and enhanced (e.g., flowers) if possible
- ☐ Exterior porches, decks, patios, and other spaces should be, clean, clutter-free, and inviting
- ☐ Organize closets, cupboards, and drawers likely to be opened, such as clothing and linen closets, kitchen and bathroom cupboards and drawers, and pantry
- ☐ Be sure all lights and light bulbs are functional
- ☐ Set open house schedule and review expectations for the day of the open house with sellers
- ☐ Have property tax information, utility bill information, HOA information, and seller disclosure copies available
- ☐ Make arrangements for pets for the day of the open house
- ☐ Secure valuables and personal items in a safe place before the open house happens
- ☐ Check with the building (if condo) for any rules/regulations around visitors/open houses (if applicable)
- ☐ Prepare marketing materials
 - ☐ Brochures
 - ☐ Business cards
 - ☐ Others: _____
- ☐ Advertise on all platforms and input open house details
 - ☐ MLS
 - ☐ Social media
 - ☐ Listing websites (Zillow, Trulia, Realtor.com, and so on)
 - ☐ Your website
 - ☐ Open house signs
- ☐ Prepare and print sign-in sheets or virtual sign-in
- ☐ Order food and drinks

During the Open House

Final Day Touches

- ☐ Arrive early and park out of the way of guest parking
- ☐ Do a walk-through and correct minor issues (put toilet seats down, close garage doors)
- ☐ Take out trash and eliminate any easily addressable odors
- ☐ Be sure the walkway is accessible and safe, especially when the weather is disagreeable
- ☐ Set the temperature to a comfortable setting
- ☐ Arrange any food or drinks
- ☐ Set the mood, e.g., turn on the fireplace, turn on lights
- ☐ Turn your cell phone to vibrate
- ☐ Put out the sign-in sheet and marketing materials
- ☐ Be sure to be in a location to greet potential buyers as they arrive

When Visitors Arrive

- ☐ Ask guests to sign in
- ☐ Greet and interact with all visitors
- ☐ Write down any feedback (good or bad)
- ☐ Exchange business cards and/or contact information with guests and other agents

After the Open House

- ☐ Input contacts into your customer relationship management (CRM) tool
- ☐ Send follow-up emails
- ☐ Clean up and return home to original condition
- ☐ Brief sellers (feedback, number of visitors, potential offers, interested parties)