



Open House Checklist for Realtors

Your Complete Guide to Planning, Executing, and Following Up

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One Week Before Open House

Property Preparation

- ☐ Schedule professional cleaning
- ☐ Confirm staging is complete
- ☐ Test all lights and replace burnt bulbs
- ☐ Check temperature control (heating/cooling works properly)
- ☐ Remove clutter and personal items
- ☐ Deep clean bathrooms and kitchen
- ☐ Touch up paint if needed
- ☐ Check curb appeal (lawn, entrance, exterior)

Marketing Materials

- ☐ Create property flyers (print and digital versions)
- ☐ Design open house directional signs
- ☐ Generate social media posts announcing the event
- ☐ Email your database about the open house
- ☐ Post on MLS, Zillow, Realtor.com
- ☐ Create QR codes for digital sign-in and property info
- ☐ Schedule social media posts for day-of reminders

Logistics

- ☐ Confirm date and time with seller
- ☐ Check for competing open houses nearby
- ☐ Order or prepare refreshments if providing
- ☐ Print sign-in sheets or set up digital alternative
- ☐ Prepare property brochures and business cards
- ☐ Test any technology you're using (tablets, QR codes)
- ☐ Create neighborhood information packets

Day Before Open House

Final Preparations

- ☐ Walk through property and check every detail
- ☐ Set up directional signs on nearby streets
- ☐ Prepare welcome table with materials
- ☐ Stage small touches (flowers, music playlist ready)
- ☐ Confirm weather forecast and adjust plans if needed
- ☐ Review property details and comparable sales
- ☐ Charge all devices (phone, tablet, camera)
- ☐ Test music system and create appropriate playlist

Communication

- ☐ Send reminder to your network about tomorrow's open house
- ☐ Post final reminder on social media
- ☐ Confirm seller is aware and prepared to leave property
- ☐ Alert neighbors about the event (potential referral sources)

Day Of: 30 Minutes Before Start

Setup

- ☐ Turn on all lights throughout property
- ☐ Open curtains and blinds
- ☐ Set comfortable temperature
- ☐ Start background music (low volume)
- ☐ Set up welcome table with sign-in sheet and materials
- ☐ Place directional signs if not done yesterday
- ☐ Do final walkthrough checking every room
- ☐ Have your phone charged and ready
- ☐ Stage lifestyle touches (wine glasses on patio, book in reading nook)
- ☐ Ensure bathrooms are pristine with fresh towels

Mindset & Preparation

- ☐ Review key property features and talking points
- ☐ Prepare answers to common questions (price, HOA, taxes, schools)
- ☐ Get in hosting mode: welcoming, professional, helpful
- ☐ Have notebook ready for taking visitor notes

During the Open House

Hosting Duties

- ☐ Greet every guest warmly
- ☐ Encourage sign-in with value exchange
- ☐ Have brief conversations without hovering
- ☐ Take notes on serious buyers and their interests
- ☐ Answer questions honestly and thoroughly
- ☐ Let people explore at their own pace
- ☐ Remain available but not overbearing
- ☐ Note which rooms/features get the most questions

Lead Capture & Documentation

- ☐ Track attendance (number of groups/individuals)
- ☐ Note any feedback or questions (positive and negative)
- ☐ Collect business cards from any agents who visit
- ☐ Take photos of good turnout for social proof
- ☐ Jot quick notes about each serious prospect
- ☐ Ask qualifying questions naturally during conversation

After Open House

Immediate (Within 1 Hour)

- ☐ Collect all signs and materials
- ☐ Lock up and secure property
- ☐ Review sign-in sheet and organize leads
- ☐ Send quick thank-you message to seller with attendance numbers
- ☐ Post social media update with attendance/interest level
- ☐ Send automated thank-you email to all attendees

Same Evening

- ☐ Input all leads into CRM
- ☐ Segment leads by interest level (hot, warm, referral)
- ☐ Draft personalized follow-up messages
- ☐ Note any feedback or concerns to address with seller
- ☐ Review notes and prioritize hot prospects
- ☐ Schedule tomorrow's follow-up calls

Follow-Up Timeline

- ☐ Send personalized follow-up to serious prospects
- ☐ Reference specific conversations or questions they had
- ☐ Offer to answer additional questions or schedule private showing
- ☐ Include relevant listings if they mentioned specific needs
- ☐ Call or text hot prospects directly
- ☐ Follow up with warm leads who haven't responded
- ☐ Share update on offer status if applicable
- ☐ Provide additional neighborhood information
- ☐ Offer comparative market analysis if they're sellers too
- ☐ Check in with anyone who showed strong interest
- ☐ Send market updates or new listings matching their criteria
- ☐ Remain helpful, not pushy
- ☐ Add to long-term nurture sequence if not ready now
- ☐ Review results and track metrics
- ☐ Note what worked and what didn't
- ☐ Adjust strategy for next open house
- ☐ Continue nurturing warm leads with valuable content

Essential Materials Checklist

Must-Have Items

- ☐ Sign-in sheets (physical or tablet setup)
- ☐ Property flyers and brochures (50-100 copies)
- ☐ Business cards (stack of 50+)
- ☐ Directional signs (5-7 signs minimum)
- ☐ Neighborhood information packets
- ☐ QR codes for digital property info
- ☐ Pens that actually work (multiple)
- ☐ Clipboards (2-3 if using paper sign-in)

Nice-to-Have Items

- ☐ Tablet for interactive property exploration
- ☐ Light refreshments (water, coffee, cookies)
- ☐ Room measurement printouts
- ☐ Mortgage calculator or rate sheets
- ☐ Before/after renovation photos (if applicable)
- ☐ Local school district information
- ☐ HOA documents or community info

Quick Reference: Best Practices

Do These Things

- ☐ Schedule for Sunday 1-4 PM (best overall timing)
- ☐ Market consistently for 7-10 days before event
- ☐ Create clear value exchange for sign-ins
- ☐ Take detailed notes on serious prospects
- ☐ Follow up within 24 hours with personalization
- ☐ Track metrics to improve future events
- ☐ Stage for lifestyle, not just showing
- ☐ Greet warmly, then give space to explore

Avoid These Mistakes

- ☐ Hosting on weekday mornings or holiday weekends
- ☐ Leaving home cluttered or poorly lit
- ☐ Hovering over visitors constantly
- ☐ Generic, impersonal follow-up emails
- ☐ Not tracking attendance or lead quality
- ☐ Forgetting to follow up with warm leads
- ☐ Using low-quality marketing materials
- ☐ Skipping the seller debrief after event

Lead Segmentation Guide

Hot Prospects Hot Prospects

Indicators: Asked detailed questions, inquired about price/terms, mentioned timeline, took measurements, visited multiple times.

- ☐ Follow up within 2 hours with phone call
- ☐ Schedule private showing ASAP
- ☐ Send personalized email with specific details they asked about
- ☐ Prioritize these leads above all others

Warm Leads Warm Leads

Indicators: Showed genuine interest, asked general questions, mentioned they're "just looking," took flyer.

- ☐ Send personalized follow-up within 24 hours
- ☐ Include similar listings they might like
- ☐ Add to nurture sequence with market updates
- ☐ Check in weekly with valuable content

Referral Sources Referral Sources

Indicators: Already working with agent, mentioned friend/family looking, neighbor checking out area.

- ☐ Thank them for visiting
- ☐ Ask if they know anyone currently looking
- ☐ Provide referral-worthy content or incentive
- ☐ Add to occasional market update list

Casual Browsers Casual Browsers

Indicators: Quickwalkthrough, didn't sign in, minimal engagement, just curious

- ☐ Add to general email list if they signed in
- ☐ Send automated thank-you
- ☐ Include in quarterly market updates
- ☐ Don't spend significant follow-up time here

Metrics to Track

During Event

- ☐ Total number of visitors
- ☐ Number of groups vs. individuals
- ☐ Sign-in rate (percentage who provided contact info)
- ☐ Questions asked most frequently
- ☐ Time spent in property (average)
- ☐ Which rooms generated most interest

After Event

- ☐ Hot leads generated
- ☐ Follow-up response rate
- ☐ Private showings scheduled
- ☐ Offers received (if applicable)
- ☐ Referrals generated
- ☐ ROI on time and marketing spend

Effective Conversation Starters

Opening Questions (Natural & Non-Pushy)

- [] "How long have you been looking?"
- [] "What brings you to this neighborhood?"
- [] "Are you familiar with the area?"
- [] "What are you looking for in your next home?"
- [] "Have you seen many homes in this price range?"
- [] "Are you working with an agent yet?"

Follow-Up Questions (Based on Their Answers)

- [] "What do you like most about what you've seen so far?"
- [] "Is there anything specific you're hoping to find?"
- [] "What would make this the perfect home for you?"
- [] "When are you hoping to make a move?"
- [] "Do you have a home to sell first?"

Questions to Avoid

- [] "What's your budget?" (too direct, too early)
- [] "Are you pre-approved?" (feels like interrogation)
- [] "Why are you looking?" (too personal)
- [] "Can you afford this area?" (offensive)