



The Ultimate  
**OPEN HOUSE**  
**CHECKLIST**


[www.VerusTitle.com](http://www.VerusTitle.com)

# OPEN HOUSE MATERIALS CHECKLIST



*Disclaimer: Open House regulations may vary by location. Please check with your Broker for specific rules and regulations.*

- Download the Verus Title ONE App
- Agent Business Cards
- Agent Branded Brochure
- Property Flyer
- Home Features in 8 x 10 photo frame
- Property and HOA Disclosures
- Agency Agreements
- Blank Offer to Purchase Contracts
- Sign In Sheet - Paper or Digital (*iPad or tablet*)
- Open House Sign - front lawn
- Branded Open House Directional Signs with Agent Name and Phone Number
- Balloons for signs
- Branded Giveaway Items (*Pens, Notepads, Magnets*)
- Packaged snacks and water bottles
- Lightly scented candles
- Speaker - a playlist from Smartphone
- Folding chairs and tables for vacant properties
- Laptop and cellphone (*Don't forget your chargers!*)
- Work to complete during downtime
- Safety First! Review our Safety Checklist on page 7 of this packet

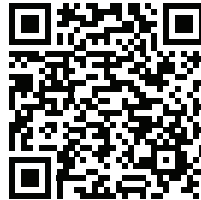


**verus ONE**

Buyer's closing costs and property info are in your hands with Verus Title One!

**Download it today!**

**Download The Verus Title  
Open House Playlist On Spotify**



**playlist**

# OPEN HOUSE PREP TIMELINE



## 7 DAYS PRIOR

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- Add the Open House to the property MLS listing.
- Create Open House posts with photos and upload them to social media platforms.
- Run social ads from post to targeted audience.
- Create an open house flyer for the neighborhood.
- Check HOA rules for signage, parking and other concerns.
- Research recent sales in the area, schools, restaurants, community events, and hot topics.
- Review current listings in the neighborhood.
- Review Open House - Seller Prep List with clients.

## 1 DAY PRIOR

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- Double check items on the Open House Materials Checklist.
- Doorknock in the neighborhood, if safe and appropriate to invite neighbors to visit the property during or just before the open house (this is a great way to gain other prospects in the neighborhood).
- Repost invitation on all social platforms.
- Meet with clients to set out materials and ensure the house is thoroughly cleaned.
- Remind clients to leave home with their children and pets during the Open House.

## DAY OF OPEN HOUSE

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- Install all signage according to HOA guidelines.
- Review all property features and scripts for obstacle handling.
- Fill property flyer holder in front of the home.
- Final check-in with your clients to address any last-minute concerns.

## ONE HOUR PRIOR

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- Open blinds/curtains and turn on all lights.
- Do a final tour of all rooms to ensure everything is tidy.
- Select a music playlist with soothing tones.
- Light scented candles.
- Set-up a sign-in sheet/tablet near entry.
- Designate an area to display property flyers, business cards and other documents.
- Put out wrapped snacks and water bottles/canned soft drinks.
- Place your personal items and work documents away from the main display area.

## DURING OPEN HOUSE HOURS

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- Greet prospective buyers and ask them to sign-in.
- Offer property flyer.
- Allow time and space for visitors to view property freely.
- Offer refreshments and ask for feedback from the tour, including:
  - *What are your impressions of the property?*
  - *Are you currently in the market for a new home?*
  - *Do you live nearby or from out of town?*
  - *Are you working with a licensed real estate agent?*
- Thank all visitors for coming and offer them your business card.
- Jot down any notes for follow-up on prospective buyer leads.

## POST OPEN HOUSE

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- Provide immediate feedback to your seller client.
- Clean up trash and pack up any open house documents/supplies/signs.
- Upload all contacts into your CRM.
- Follow-up with all open house leads by email/call/text.
- Create an email drip campaign scheduled over the next 1-2 weeks.

# OPEN HOUSE SELLER PREP LIST



## OUTSIDE

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- Sweep the porch and remove any cobwebs.
- Shake off the doormat.
- Clean front door glass.

## INSIDE YOUR HOME

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- Turn on all lights, put up shades, and open blinds and curtains.
- Pick up clutter and hide it. **Tip:** *A plastic storage tote or laundry basket works well for this job.*
- Vacuum or dust-mop high-traffic areas.
- Light mildly fragrant candles; extinguish the candle before departing.
- Close all closet doors.

## PETS

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- Remove pets from the home. At the very least, make sure they are secured.
- Store away bowls, beds and toys.
- Move litter boxes out of the house.

## MAIN LIVING AREAS

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- Vacuum carpets.
- Dust table tops.
- Tidy up pillows and seat cushions.
- Stash remotes and other electronics.
- Straighten accent items and books.

## KITCHEN

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- Put dirty dishes in the dishwasher.
- Wipe down counters, sink, and appliances.
- Empty the trash.
- Toss some citrus into the running garbage disposal to eliminate odors.

## BEDROOMS

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- Vacuum carpets.
- Dust and declutter nightstands.
- Make the beds.
- Store laundry out of sight.

## BATHROOMS

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- Give toilets a quick scrub with a brush and cleaner.
- Wipe off counters, sinks, and hardware.
- Clean the floor.
- Set out new towels, washcloths, soaps, and toilet paper.
- Empty the trash.

# OPEN HOUSE Sign In Sheet



Full Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Are you working with a realtor?  Yes  No

### Real Estate Needs

- Just Looking
- Plan to buy in the future
- Need to buy now
- Wanting to sell

Full Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

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# OPEN HOUSE SAFETY CHECKLIST



- Do not** wear expensive jewelry or carry large amounts of cash.
- Wear comfortable shoes and clothing you can easily run in.
- Turn on all the house lights.
- Open all curtains, if applicable.
- Have your fully charged cell phone and car keys on you at all times and bring a charger.
- Do not advertise a listing as vacant in the public media.
- Establish escape routes in the event of an emergency.
- Have a sign-in sheet at the entrance of the home.
- Park in a safe, well lit, and easily accessible area which you can leave quickly.
- Do not park in the driveway or in an area where getting blocked in is possible.
- Introduce yourself to the neighbors. Let them know you will be having a showing.
- Call/text the office or a friend at an agreed upon time(s).