

The Open House Checklist

The five moves from the playbook, on one page. Print it for Sunday.

The rule behind it: every visitor hears from you within 72 hours, and the first touch goes out the same day.

DAY -7 TO -5

- ☐ Permission from the listing agent and seller confirmed
- ☐ Brokerage policy on hosting and sign-in data checked
- ☐ Open house added to the MLS listing
- ☐ **Move 1:** neighbor preview invites delivered to the homes on either side, across and behind

DAY -4 TO -1

- ☐ 30-second preview video recorded and posted
- ☐ Sphere post and day-before reminder published
- ☐ Seller's prep list sent: lights, temperature, pets, valuables
- ☐ Signs ready; local and HOA sign rules checked
- ☐ Time blocked the evening of the open house for personal texts

DAY 0 · BEFORE YOU OPEN

- ☐ Arrive 45 minutes early; walk the home as a buyer
- ☐ Sign-in by the door, offered as a favor (**Move 2**)
- ☐ Your office knows where you are
- ☐ Neighbor preview: ask who they know who'd love the street

DAY 0 · WHILE YOU'RE OPEN

- ☐ **Move 3:** one line per conversation: who, what they said, the strongest signal
- ☐ Go live: front camera, three rooms, front camera
- ☐ Visitors with an agent: helpful, no soliciting
- ☐ "What will they take?": offer recent sales, never the sellers' position

DAY 0 · WITHIN 2 HOURS

- ☐ **Move 4:** a personal text to everyone you really talked with, using their line
- ☐ Signs collected; home secured; seller told you've left

DAYS 1 TO 3

- ☐ Calls to the buyers who showed the strongest signals
- ☐ Neighbor follow-up, once, lightly
- ☐ **Move 5:** one-page recap to the seller by Tuesday, with one recommendation
- ☐ After that: reach out when their interest returns; one more touch in two weeks for anyone quiet



Want the whole playbook? Worked examples (a filled-in Read the Room card, a before-and-after text, a full seller recap), how to handle "what will they take?" and other tricky moments, and templates to send. Free at strategies4agents.com/guides/open-house-playbook

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