



OPEN HOUSE CHECKLIST

Prior to Open Day:

- Advertising copy written.
- Vendor approved copy.
- Discuss best time to open house for inspection.
- Vendor approved open house time.
- Vendor advised no one to be in attendance.
- Advise vendor to put heating/cooling on, soft music, flowers/fragrance etc.
- Vendor advised no one to be in attendance.
- Letterbox drop neighbors – open house brochure.
- Advertising lodged.
- Advertisement window/Internet/signage.

Open Day – Arrive early - Set up procedure:

- A frame/flags as per council by laws.
- Check property ie heating, cooling, music, fragrance.
- Open curtains, check bathrooms, toilets and secure pets.
- Reinforce intimate product and local knowledge.
- Set up material at focal point. Include guest book/listing details, additional pen, listing book (laptop).
- Wear personal badge.
- Business cards.
- Material for potential vendors ie listing kit, laptop, diary, Melways, information on schools etc., Newsletter, finance info, property brochures. (If an editorial has been published, photocopy and use it as a handout).
- Relax – rehearse key questions.

After Open Day:

- Leave personal thank you note for vendors, supply details of numbers through and comments.
- Ensure property/pets are secure.
- Contact vendor – personal visitation/telephone/e-mail– (The same day).
- Follow up all prospects – buyers, sellers and advise vendor.
- Always keep your vendor informed of all activity.