

Open House Day-Of Checklist

Arrival setup, visitor capture, qualification, and follow-up tasks

30 MINUTES BEFORE DOORS OPEN

Turn on all lights in every room — including closets and garage

Bright homes feel larger and more welcoming. Dark rooms signal neglect.

CRITICAL

Open all blinds and curtains — maximize natural light

Natural light is the most powerful feature you can add to any showing.

CRITICAL

Adjust temperature to a comfortable level

Too hot or too cold drives visitors out quickly. Aim for 70-72 degrees.

HIGH

Set up sign-in station at the front entry — unavoidable position

Tablet or clipboard with sign-in form. Test digital form before doors open.

CRITICAL

Arrange feature sheets, market reports, and cards on counter

Neat display signals professionalism. Messy table signals carelessness.

HIGH

Post a live social media update — open house is starting

Quick story or post. Drives last-minute traffic from followers who forgot.

STANDARD

DURING THE OPEN HOUSE

Greet every visitor at the door — by name once they sign in

Stand near the entry. Make eye contact. Do not sit on your phone.

CRITICAL

Require full sign-in — name, email, phone, and timeline

Pair the ask with a value offer: "So I can send you the market report."

CRITICAL

Ask the three qualifying questions during each visit

(1) Working with an agent? (2) Timeline? (3) Is this the right area and price range?

CRITICAL

Offer a personal walkthrough to any visitor who lingers

"Can I show you a couple things about this home that most people miss?"

HIGH

**Identify unrepresented buyers and engage them specifically**

Not working with an agent = your highest priority conversation of the day.

CRITICAL**Enter sign-ins into GHM during slow periods — not after you leave**

Do not leave with a stack of paper. Enter into CRM while details are fresh.

CRITICAL**WITHIN 2 HOURS OF CLOSING****Collect all directional signs — do not leave them overnight**

Signs left out past the event reflect poorly on you and the seller.

STANDARD**Return home to its original state — lights off, thermostat reset**

Leave the property exactly as you found it. Confirm with seller instructions.

HIGH**Send personal follow-up texts to every hot and warm lead**

Reference something specific from your conversation. Send within 2 hours.

CRITICAL**Tag every sign-in in GHM — Hot, Warm, Neighbor, or Represented**

Clean tagging makes your follow-up sequence targeting accurate.

CRITICAL**Add all sign-ins to the open house nurture sequence in GHM**

Market update sequence — monthly until they buy, opt out, or go elsewhere.

CRITICAL**Notes**