

Open House Prep Checklist

Pre-event marketing and setup tasks — complete before the first visitor arrives

5-7 DAYS BEFORE

List open house on MLS with date, time, and compelling teaser

Buyers have MLS open house alerts set up. Early listing captures the most traffic.

CRITICAL

Post on Facebook and Instagram with exterior photo and key details

Include address, date, time, and one compelling feature. Boost for \$10-\$15 targeting area radius.

CRITICAL

Door knock or hand-deliver invitations to 20 nearby homes

Neighbors refer more buyers than any other source. Personal invitation beats every digital channel.

HIGH

Post in local neighborhood Facebook groups and Nextdoor

Community groups have high local engagement. Include photo, address, date, and time.

HIGH

DAY BEFORE

Email buyer database in GHL filtered by price range and area

Subject: "Open House Tomorrow — [Address]." Include 2-3 key details and the time.

HIGH

Post a countdown story on Instagram and Facebook

15-second video or story the evening before. Keeps the event top of mind.

STANDARD

Confirm any co-hosting agents and assign roles

Who greets, who engages, who manages sign-in. Coordinate before arrival.

STANDARD

Prepare sign-in sheets or set up tablet form for visitor capture

Name, email, phone, and timeline. Test digital form if using a tablet.

CRITICAL

Print feature sheets and neighborhood market report

One-page property summary plus one-page area market update. Eagle Nexus branded.

HIGH

DAY-OF SUPPLIES TO BRING

**Directional signs — minimum 5-8 with arrows**

One at every turn from the nearest main road. Signs drive significant walk-in traffic.

CRITICAL**Sign-in tablet or printed sign-in sheets and clipboard**

Positioned at the entry point. Do not let visitors pass without signing in.

CRITICAL**Feature sheets, market reports, and business cards**

Stacked on kitchen counter or entry table. Business cards in a holder.

HIGH**Refreshments — water, coffee, or light snacks**

Slows visitors down and creates a comfortable environment for conversation.

STANDARD**Name badge — Eagle Nexus branded**

Visitors approach more easily when they know your name before making eye contact.

STANDARD**Notes**