



Checklist



Get open house-ready! This quick guide walks you through essential open house checklists and pro tips to ensure your event is a success—from prep to promotion to making a lasting impression.

WHEN TO HOLD AN OPEN HOUSE:

✓ Hold an Open House:

- If your home is unique.
- If your property is in a high-demand location.
- If the home is likely to attract multiple offers.

✗ Don't Hold an Open House:

- If homes in the neighborhood look the same.
- The home is a fixer-upper.
- The home is far from busy roads or is hard to find.

WAYS TO MARKET YOUR OPEN HOUSE:



Invite
Twenty-Five
Neighbors



Place Directional
Signs Leading to
the Property



Design Invitations
That Capture
Attention



Promote Your
Listing on Social
Media



Connect & Invite
with Agents in
the Area

IDEAL TIME & DAY TO HOLD AN OPEN HOUSE:

IDEAL DAY:

Open houses can be effective any day of the week, but weekends—particularly Sundays—typically draw the most interest and results.

IDEAL TIME:

Big city areas: 11 AM – 3PM
Suburbs: 12PM – 4PM

WHERE TO POST YOUR OPEN HOUSE:

- ✓ All Social Media Platforms
- ✓ MLS (Multiple Listings Service)
- ✓ Zillow
- ✓ NextDoor
- ✓ Realtor

TIPS FOR A SUCCESSFUL OPEN HOUSE

BEFORE:

Send out invitations.
Promote the event on social media.
Visit with neighboring homeowners.
Create a sign in sheet for all guests to fill out.

DAY OF:

Utilize Open House surveys provided by Key Title Group.
Provide flyers featuring the home and your info.
Provide branded gifts for guests to take home.
Incorporate unique and memorable themes to make an impression.

DAY AFTER:

Post pictures of a successful event on all platforms.
Follow up with guests with thank-you texts or emails.
Inform seller with any feedback of the event.

STAGING YOUR OPEN HOUSE:

BEDROOMS

- Make all beds and declutter closets.
- Put away personal items.
- Turn on all the lights and open all blinds.

LIVING AREAS

- Clean and declutter counters, fridge (remove magnets), and bathroom (close toilet seat & lid).
- Put away personal items and hide pet-related items (litter boxes, bowls, beds).
- Turn on all lights, open doors and blinds fully, and light a subtly scented candle.
- Set out refreshments and play soft background music.

OUTDOORS

- Mow the lawn, tidy gardens and shrubbery, and clear pathways for a welcoming exterior.
- Power wash the exterior and consider professional window cleaning for a fresh look.
- Install open house signage to invite guests inside.