



# OPEN HOUSE

## CHECKLIST

[WWW.NICHOLEMERRELL.COM](http://WWW.NICHOLEMERRELL.COM)



## Before the OH

- 1. Confirm date & time with seller.**
- 2. Advertise online (MLS, social media, website).**
- 3. Place signs in advance (directional + at the property).**
- 4. Prepare property flyers or brochures.**
- 5. Create/sign-in sheet (paper or digital).**
- 6. Gather disclosures & property details.**
- 7. Walk through with seller: declutter, clean, stage.**
- 8. Ensure valuables & personal items are secured.**
- 9. Check lighting (all bulbs working, blinds open).**
- 10. Adjust temperature for comfort.**
- 11. Light cleaning/scent (candles, fresh flowers, baking).**

## Day of the OH

- 1. Arrive at least 30 minutes early.**
- 2. Open blinds, turn on all lights.**
- 3. Place exterior signage & balloons if desired.**
- 4. Set out refreshments (water, cookies, mints).**
- 5. Display marketing materials (flyers, business cards).**
- 6. Prepare sign-in sheet or iPad for leads.**
- 7. Test WiFi (for digital sign-ins).**
- 8. Do a quick walkthrough (final tidy & stage).**
- 9. Turn on soft background music.**
- 10. Park away from the front to leave space for guests.**

## During the OH

1. Greet each guest warmly.
2. Ask visitors to sign in.
3. Share property highlights (updates, unique features).
4. Offer brochures/flyers.
5. Answer questions honestly and confidently.
6. Gather feedback (verbal or written).

## After the OH

1. Lock up property securely.
2. Remove all signs.
3. Thank the seller and give a recap.
4. Organize sign-in sheet leads.
5. Follow up with attendees within 24 hours.
6. Share results (traffic, interest, feedback) with seller.

*Need more OH tips?*

*Reach out to me and I'll be happy to help.*