

Open House (OH) Checklists

Upon Scheduling the Open House

- **ADD OH TO MLS** – agents will see it & it will be on Zillow.
- **ADD OH TO ZILLOW AND REALTOR.COM** manually.
- **ADDRESS STAGING** – Speak to seller about room arrangements, removing personal items, and decluttering spaces so the house shows great.
- **ADDRESS LANDSCAPING** – Speak to the seller about cutting the grass and tidying the yard – this should occur 1 – 2 days prior to the OH so it's fresh looking.
- **GET PHOTOS** – make sure you can access listing photos or request them from listing agent for marketing.
- **OPTIONAL:** Request FREE marketing support using the TJT Click Marketing Request form found on the [PRO AGENT PORTAL](#) (password: TJT_expandme)
- **POST** an OH ad with details on your Facebook.
- **TAG all TJT social media pages when you post ads.**
 - The JAGER Team at eXp – FB, Instagram, X, TikTok
- **SEND EMAIL BLAST** – share the OH details with everyone in your sphere including team agents, company agents, and other agents via email.
- **TEXT** OH details to the following:
 - your buyers
 - buyer agents and tell them to text their buyers
 - eXp/team agents and tell them to text their buyers
- **SELLER CHECKLIST** – provide a brief checklist to the seller that explains what they need to do prior to the open house. Lawn care should NOT occur sooner than 1 – 2 days prior to the OH, if possible.
- **READ WHAT TO BRING TO THE OPEN HOUSE**
 - Food and drinks – ex.) bottled water & Bakery fresh cookies
 - Sign-in sheets, listing flyers, writing pens, napkins, toilet paper roll, pump soap, paper towel roll, air freshener, chair if house is vacant, music speaker, your charger & phone.
 - If wi-fi is needed, check on that and plan accordingly.

2 Days Before

- **POST** Instagram Reel Ad
- **DO** Circle Prospecting
- **REVIEW** scripts/ icebreakers
- **ADD** OH sign rider to yard sign
- **PUT** OH sign at neighborhood entry (if HOA allows)
- **PREPARE** or order food/drinks.
- **PRINT** sign-in sheets, MLS listing flyer, docs for agent reference like tax records.

Morning Of

- **PACK UP/PICK UP** drinks, food, balloons(optional), pens, fliers, sign-in, paper products, etc...
- **PUT OUT** directional signs (if HOA allows)
- **ADD BALLOONS** to yard sign.
- **PREP HOUSE** – unlock doors and turn on all lights/fans.
- **SET UP** drinks, food, sign-in sheets, pens, flyers, paper products, pump soap, etc...

2 Days After

- **TEXT** buyer's agents for feedback.
- **ADD** sign-ins to your CRM.
- **TEXT** hot sign-in leads for feedback.
- **EMAIL** cold sign-in leads.
- **SHARE** feedback and performance data with seller.
- **SEND** thank you notes to attendees with no agent.