

Open Home Checklist

Pre-open, during, and post-open tasks - so nothing gets missed on inspection day.

FREE DOWNLOAD

24 HOURS BEFORE

- Confirm time and date with vendor - remind them to leave 15 mins before start
- Call or text all buyers who expressed interest this week to personally invite them
- Re-post the open time on your social media the night before
- Check weather forecast - if poor, message enquirers to reassure them you are still on
- Print your buyer register sheets and property info sheets
- Prepare your comparable sales printout and any price feedback to share with vendor
- Ensure your phone is fully charged and you have a portable charger

MORNING OF THE OPEN

- Arrive 20 minutes before start time
- Do a walk-through - lights on, curtains open, windows aired if needed
- Check all rooms are tidy, toilet lids down, bench tops clear
- Place your directional signs at the nearest intersection(s)
- Set up your sign-in table at the entrance with register, pens, and property packs
- Check the front yard: sweep path, remove bins, close garage if untidy
- Take a final photo of the property looking its best - use it for social content

DURING THE OPEN

- Stand at the front entrance - greet every buyer as they arrive
- Capture full name, phone number, and email for EVERY visitor - no exceptions
- Ask each buyer: 'Is this the type of property you are looking for? Are you pre-approved?'
- Note each buyer's reaction, comments, and level of interest in your register
- Never give buyers the run of the house without briefly walking through with them first
- If serious buyers linger, find a quiet moment to understand their situation
- Monitor the time - wrap up and usher out 5 mins after the scheduled close

IMMEDIATELY AFTER

- Collect all directional signs before leaving the property
- Walk through the property to ensure it is secure - windows, doors, lights
- Call the vendor within 1 hour with a verbal feedback summary
- While fresh: rate each buyer (Hot / Warm / Cold) in your register
- Identify your top 2–3 buyers and plan your follow-up call for tomorrow morning

WITHIN 48 HOURS

- Call every Hot and Warm buyer - do not text, call
- Send vendor a written feedback report: number of groups, buyer profiles, price comments
- Add all new buyers to your CRM with notes on their brief
- If buyer interest is lower than expected, flag this to the vendor with a market update
- Post a post-open 'recap' to social: '___ groups through - strong interest in this one'

■ PRO TIP

The sign-in register is gold - but only if you use it. An agent who follows up every open home buyer within 24 hours will consistently out-sell agents who wait. Set a rule: no leaving the office the following morning until every Hot buyer has been called.