

Open House Host *Playbook*

YOUR STEP-BY-STEP GUIDE
TO A SUCCESSFUL
OPEN HOUSE EXPERIENCE.

You're Not Alone.

Whether this is your first open house
or your fiftieth, I'm here to help you
prepare, build confidence, and
make every opportunity count.

Brittney McKay
BROKER/OWNER



PREPARATION
CHECKLISTS



CONVERSATION
SCRIPTS



NEIGHBORHOOD
PROSPECTING



FINANCING
BASICS



PRINTABLE
TOOLS



Call or Text Me Anytime
504-236-5749



Office
504-517-5151



Brittney McKay Real Estate
1901 Manhattan Blvd.
Suite D-3230
Harvey, LA 70058



BRITTNY MCKAY
REAL ESTATE



“
Open houses work
when you do.”

YOUR NETWORK
IS YOUR NET WORTH.

A MESSAGE FROM

**Brittney
McKay**
BROKER/OWNER

Hey there,

Thank you for being a part of my open house host program. Whether this is your first open house or your fiftieth, I created this playbook to help you feel prepared, confident, and successful.

Real estate is a relationship business, and open houses are one of the best ways to build those relationships. You never know who's walking through the door — a future buyer, a future seller, or a neighbor with a great referral. This playbook gives you the tools, scripts, and strategies to make the most of every opportunity.

I don't expect you to know everything. That's why you're not doing this alone. I'm here to support you before, during, and after your event. If you have questions, need guidance, or just want to talk through a game plan, call or text me anytime.

*“Your network is your net worth,
and open houses work when you do.”*

Let's get more agents building bigger networks, creating more opportunities, and winning together.

Thank you for representing Brittney McKay Real Estate so well. I appreciate you!

Brittney McKay

BROKER/OWNER

BRITTNY MCKAY REAL ESTATE

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“

**Open houses
work when
*you do.***

YOUR NETWORK
IS YOUR NET WORTH.

**BONUS
PRINTABLE
RESOURCES**



Preparation
Checklist



Property Information
Worksheet



Visitor Sign-In
Sheet



Neighbor
Invitation Script



Buyer Conversation
Scripts



Post-Event
Report

01

CHAPTER ONE

Your Role as an Open House Host

BUILDING RELATIONSHIPS.
CREATING OPPORTUNITIES.



“

Open houses
work when
when you do.

YOUR NETWORK
IS YOUR NET WORTH.

Real estate is a relationship business.

Hosting an open house is more than unlocking the door to a property. You're representing yourself professionally, welcoming prospective buyers, introducing yourself to neighbors, and creating relationships that may turn into future business.

You're not simply there to sit on the couch and wait for someone to buy the house. Every person you meet is a potential buyer, future seller, or the person who can refer someone to you. The more conversations you have, the more relationships you build, and the more opportunities you create to earn income.

Think about the last party you hosted.

Did you wake up that morning, open your doors, and hope people showed up? Of course not! You planned. You prepared. You invited people. You made sure everything was ready, and when your guests arrived, you made them feel welcome.



Hosting an open house should be no different.

As an open house host, your role is to plan, prepare, and create an experience that makes people feel comfortable, start conversations, and build relationships.

HOSTING HAPPENS IN THREE PHASES



01 BEFORE

Plan, prepare, promote, and invite.

- Set yourself up for success by knowing the property, marketing the event, and inviting neighbors and your network.



02 DURING

Welcome, engage, listen, and connect.

- Be the host. Have meaningful conversations, ask the right questions, and create opportunities.



03 AFTER

Follow up, nurture, and build relationships.

- Stay in touch, provide value, and turn your new connections into future clients.

AS A GUEST HOST, YOU ALSO REPRESENT THE LISTING AGENT AND SELLER.

- | | |
|-------------------------------------|--|
| ✓ Show up prepared and on time | ✓ Create a welcoming, positive experience |
| ✓ Follow the hosting instructions | ✓ Meet and engage neighbors |
| ✓ Protect the property | ✓ Collect and organize visitor information |
| ✓ Be professional and knowledgeable | ✓ Provide an accurate post-event report |

THE BUSINESS-BUILDING MINDSET

**More conversations. More relationships.
More opportunities. More potential income.**

THE MORE MEANINGFUL CONVERSATIONS YOU CONSISTENTLY HAVE,
THE MORE OPPORTUNITIES YOU CREATE TO EARN BUSINESS.

02

CHAPTER TWO

Before the Open House

PLAN, PREPARE & PROMOTE

The success of your open house doesn't begin when the doors open. It begins with the work you put in before anyone arrives.



Open House Plan

- ☒ Confirm details
- ☒ Invite my database
- ☒ Invite neighbors
- ☒ Social media promotion
- ☒ Print materials
- ☒ Refreshments
- ☒ Sign in sheet
- ☒ Be prepared!

“
**Treat
your open house
like a party —**
because it is.”

You wouldn't throw a party and hope people show up without planning, inviting, and getting everything ready. The same intentional effort should go into hosting an open house. The more people you invite, the more traffic you get, and the more opportunities you create — not just to sell that house, but to meet future buyers, sellers, and referral partners.



PLAN

Set a date, review details, and create your game plan.



INVITE

Invite your database, neighbors, and anyone who plans to buy in the future.



PROMOTE

Use social media, your sphere of influence, and local outreach to drive traffic.



PREPARE

Confirm access, gather materials, and create a welcoming experience for every guest.

YOUR PRE-OPEN HOUSE GAME PLAN

START 5-7 DAYS BEFORE THE EVENT

01



Get the Details & Put It on Your Calendar

- Confirm the date, time, and access
- Review hosting instructions from the listing agent
- Block your time (including set up and break down)
- Set a goal for the number of quality conversations

02



Invite People

- Invite your entire database — even those who said they want to buy in a year or two
- Invite neighbors and nearby homeowners
- Reach out to friends, family, and your sphere
- Partner with other agents in your office
- The more people you invite, the more traffic you get

03



Promote the Event

- Post on social media (feed, stories, and reels)
- Share in your email marketing
- Use eye-catching photos and clear details
- Let people know what makes the home special
- Show up early and post a "doors are open" story

04



Prepare for a Great Experience

- Confirm the home is clean and show-ready
- Bring sign-in sheets or digital sign-in (Follow Up Boss)
- Have business cards, property flyers, and a QR code
- Consider light refreshments
- Be ready to welcome, engage, and start conversations

More People. More Exposure. REAL RESULTS.

The more people you bring to the open house, the more visible the property becomes — and the more value you provide to the seller. When you consistently drive traffic, you show sellers that you can deliver results.

- ✓ Create buzz around the listing
- ✓ Show sellers you bring the people
- ✓ Attract potential buyers, future sellers, and referrals
- ✓ Build your personal brand in the community

REMEMBER —

Invite early. Invite often.

You never know who will show up or who they will bring with them. Even people who aren't ready to buy today can become future clients, referrals, or opportunities down the road.

03 CHAPTER THREE

Know the House & the Neighborhood

BE PREPARED. BE CONFIDENT.
BE THE RESOURCE.

The more you know about the house, neighborhood, and local market, the more valuable you become to every person who walks through the door.

“
**Don't just know
the house you're
hosting. Know the
opportunities
surrounding it.**”

Buyers will ask questions — and some may not fall in love with the home you're hosting. When you know the details and the surrounding market, you can confidently guide them, share alternatives, and turn that conversation into a future client, referral, or listing opportunity.

THE BENEFITS OF BEING INFORMED



Builds Credibility

You become the go-to resource, not just the person opening the door.



Creates Opportunities

You can show alternative homes and keep the conversation going.



Attracts Future Business

Even if they don't buy this house, they may work with you later or refer someone.



Shows Value to the Seller

Your knowledge and professionalism make their property more appealing.

01 KNOW THE HOUSE

Be ready to highlight the features, upgrades, and key details.

- ✓ Address and property type
- ✓ Square footage
- ✓ Bedrooms and bathrooms
- ✓ Key features and upgrades
- ✓ Year built and major systems (roof, HVAC, etc.)
- ✓ Disclosure information
- ✓ Special features (pool, waterfront, home office, etc.)
- ✓ What makes this home unique



02 KNOW THE NUMBERS

Be prepared to answer common financial questions.

- ✓ List price
- ✓ Recent comparable sales (comps)
- ✓ Property taxes (annual amount)
- ✓ HOA fees (if applicable)
- ✓ Flood zone and flood insurance (if applicable)
- ✓ Estimated insurance cost
- ✓ Average utility costs (if available)



03 KNOW THE NEIGHBORHOOD

Understand what makes the area desirable.

- ✓ Nearby schools and school district
- ✓ Shopping, dining, and entertainment
- ✓ Parks, recreation, and commute times
- ✓ Community amenities (HOA, lake, golf, etc.)
- ✓ Recent market activity in the area
- ✓ Other homes currently for sale nearby



04 HAVE ALTERNATIVES READY

If a visitor doesn't love this home, be ready with options.

- ✓ Find 3-5 similar homes in the area
- ✓ Different price points and features
- ✓ Be ready to pull them up on your phone or tablet
- ✓ Continue the conversation and learn their needs
- ✓ Ask if they are currently working with an agent

REAL CONVERSATION EXAMPLE —



Buyer: "I love the layout, but I really need a fourth bedroom."



You: "I completely understand. There are a few other homes nearby that might work better. Are you currently working with an agent?"



THE GOAL

Be so knowledgeable and helpful that every visitor — even if they don't buy this house — sees you as their real estate resource.

04 CHAPTER FOUR

Make It an Event Marketing & Promotion

YOUR NETWORK IS YOUR NET WORTH.

Don't just promote the house. Promote the experience — and demonstrate the value you bring as a real estate agent.

“

Don't just market to people looking for a house.

Market to people who may one day need an agent.

An open house is more than a few hours on a Sunday. It's a marketing opportunity, a networking event, and a way to show what it's like to work with you. The more people you invite, the more relationships you build — for the seller, for yourself, and for future business.

WHY PROMOTION MATTERS



Brings More People Through the Door

More traffic creates more opportunities.



Builds Relationships

Meet buyers, neighbors, and potential sellers.



Shows Sellers Your Marketing Efforts

A well-attended open house demonstrates value.



Creates Future Business

Today's visitor could be your next buyer, referral, or listing.

1

MARKET EVERYWHERE

Use multiple channels to get people through the door.



FACEBOOK

Create an Event

- ✓ Create a public Facebook Event with the address, date, time and photos.
- ✓ Invite your connections.
- ✓ Share on your business page and in relevant community groups (where permitted).
- ✓ Post reminders leading up to the event.



INSTAGRAM

Post & Engage

- ✓ Share eye-catching posts, Stories, and Reels.
- ✓ Use property photos, video, and key features.
- ✓ Add the date, time, and address.
- ✓ Use relevant hashtags and your location.
- ✓ Post reminders and countdowns.



LINKEDIN

Reach Professionals

- ✓ Post a professional invitation to your network.
- ✓ Highlight the property and key features.
- ✓ Invite your connections, referral partners, and local professionals.
- ✓ Consider creating a LinkedIn Event.
- ✓ Many working professionals, executives, and entrepreneurs may be buying, relocating, or investing.



GOOGLE

Calendar & Business

- ✓ Create a Google Calendar event with the address, date, time and details.
- ✓ Share the event link with your contacts.
- ✓ If eligible, add an event to your Google Business Profile so it can appear in Google Search and Maps.



EMAIL

Your Database

- ✓ Send an invitation to your database — past clients, prospective buyers, and future buyers.
- ✓ Include the property details, photos, and a clear invitation.
- ✓ Send a reminder 1–2 days before.
- ✓ Someone who isn't buying today may know someone who is.

2

5-DAY PROMOTIONAL GAME PLAN

Start early, stay consistent, and market across multiple channels.

5

DAYS
BEFORE

- ✓ Add the open house to your calendar.
- ✓ Create your Facebook Event.
- ✓ Post on Instagram and LinkedIn.
- ✓ Send an email invitation to your database.

4

DAYS
BEFORE

- ✓ Share in relevant Facebook groups.
- ✓ Text key people (personal message).
- ✓ Print flyers or gather materials.

3

DAYS
BEFORE

- ✓ Door-knock the neighborhood.
- ✓ Post another reminder on social media.
- ✓ Follow up with anyone who said they might attend.

2

DAYS
BEFORE

- ✓ Send a reminder email.
- ✓ Post a short video (inside look at the home).
- ✓ Share on Instagram Stories, Facebook, and LinkedIn.

1

DAY
BEFORE

- ✓ Final reminder on all channels.
- ✓ Text your contacts.
- ✓ Confirm the home is showing-ready (signage, flyers, etc.).

EVENT
DAY

- ✓ Post that you're at the open house.
- ✓ Share approved photos or video.
- ✓ Engage with attendees and collect contact information.

3

INVITE YOUR ENTIRE NETWORK

People don't have to be ready to buy today to come to your open house.



Past Clients

They may be looking again or know someone who is.



Prospective Buyers

They can explore the market and start a relationship with you.



Friends, Family & Referral Partners

Someone they know may be interested.

EMAIL INVITATION EXAMPLE

Subject: You're Invited! Open House This Sunday

Preview: Tour this beautiful home at 12541 Carmel Place.



You're Invited!

OPEN HOUSE

Sunday, October 11 | 12 – 2 PM

12541 Carmel Place, New Orleans, LA

Come tour this stunning lakefront home, ask questions, and explore the possibilities. Whether you're actively buying, thinking about buying in the future, or know someone who is, I'd love to see you there!

[VIEW PROPERTY DETAILS →](#)



A WELL-ATTENDED OPEN HOUSE

SHOWS FUTURE SELLERS
THAT YOU ACTIVELY MARKET
PROPERTIES AND BRING
PEOPLE THROUGH THE DOOR.

05 CHAPTER FIVE

Meet the Neighbors

Future Listings

YOUR NEXT LISTING
MIGHT BE NEXT DOOR.

An open house isn't just a chance to meet buyers. It's an opportunity to introduce yourself to the neighborhood, build relationships, and create future listing opportunities — even with homeowners who never attend the open house.



“

**Give people a
reason to remember
you.**

A thoughtful invitation
opens the door.
A meaningful conversation
builds the relationship.

WHY NEIGHBORHOOD OUTREACH WORKS

Nearby homeowners may know someone who would love to live in the neighborhood, and some may even be thinking about selling themselves. A simple, friendly introduction can lead to referrals, future listings, and long-term relationships.



**Builds
Your Brand
in the Community**



**Creates
Future Listing
Opportunities**



**Generates
Referrals**



**Shows You're
the Local Expert**



IT'S NOT JUST ABOUT TODAY'S ATTENDEES.
IT'S ABOUT TOMORROW'S OPPORTUNITIES.

1

SHOW UP WITH A PURPOSE

Bring a professional, thoughtful invitation and make a friendly introduction.

DOOR HANGERS

A polished door hanger with the open house details and a QR code to the property.



DOOR-KNOB FLYER BAGS

Clear hanging bags with an invitation, business card, and a neighborhood market update. They look intentional and get attention.



SMALL TREATS OR WELCOME BAGS

A simple, thoughtful treat — like individually wrapped candy — paired with your invitation. Most people are more receptive when you give them something.



2

WHAT TO SAY AT THE DOOR

Keep it friendly, genuine, and focused on the invitation — not a sales pitch.

"Hey! I'm [Your Name], a local real estate agent. We're hosting an open house right here in your neighborhood this Sunday, and I wanted to personally invite you. You may not be looking to move, but you might know someone who'd love to live nearby!"

AFTER THE INVITATION, LISTEN.

- ✓ Ask if they've noticed real estate activity in the neighborhood.
- ✓ Find out if they know someone who is looking to move.
- ✓ Ask if they've ever considered selling.
- ✓ Leave your contact information.

3

IMPORTANT GUIDELINES

Be respectful, professional, and always follow the rules.



Do NOT place flyers, candy, door hangers, or any materials inside or on a USPS mailbox.



Mailboxes are reserved for authorized postage-paid mail.



Respect No Soliciting signs, private property restrictions, HOA rules, and local ordinances.



Never leave materials that could cause damage or create litter.

MAKE A LASTING IMPRESSION

- ✓ Be friendly and professional.
- ✓ Dress appropriately.
- ✓ Use high-quality, branded materials.
- ✓ Follow up with anyone who shows interest.
- ✓ Keep notes of your conversations.
- ✓ Stay in touch and provide market updates.

06

CHAPTER SIX

What to Say

Conversation Scripts

REAL CONVERSATIONS.
REAL OPPORTUNITIES.

You don't have to be a salesperson to have a great open house conversation. You just need the right approach. Ask good questions, listen, and create a connection. Today's visitor could be a buyer, a referral, or your next listing.



“

Don't just collect names. Create connections.

The right conversation today could become a buyer, a referral, or a future listing tomorrow.

THE GOAL OF EVERY CONVERSATION



Make them feel welcome



Learn what they're looking for



Find out if they're represented



Offer value and next steps



Build a long-term relationship



BE APPROACHABLE

Smile, introduce yourself, and make visitors feel comfortable.



ASK QUESTIONS

Learn what brought them in and what they're looking for.



PROVIDE VALUE

Share information, offer guidance, and keep the conversation going.

1

THE FIRST 30 SECONDS

Make visitors feel welcome and comfortable.

*"Hey! Welcome in! I'm [Your Name].
I'm hosting today's open house.
Is this your first time visiting
this neighborhood?"*

TIPS:

- ✓ Be warm and friendly.
- ✓ Give them space to look around.
- ✓ Make yourself available to answer questions.
- ✓ Keep the conversation natural, not scripted.

2

FIND OUT WHAT BROUGHT THEM IN

Ask open-ended questions and listen more than you talk.

- *"What caught your attention about this home?"*
- *"Are you familiar with the neighborhood?"*
- *"Are you just starting your search, or have you been looking for a while?"*
- *"What would your ideal home have that this one doesn't?"*



**PEOPLE REMEMBER
HOW YOU MADE
THEM FEEL.**

Be genuinely
interested and
let them talk.

3

FIND OUT IF THEY'RE REPRESENTED

Ask respectfully and handle their response professionally.

"Are you currently working with a real estate agent?"

REMEMBER:

If they are represented, respect that relationship and avoid soliciting them for buyer representation.

4

TURN OBJECTIONS INTO OPPORTUNITIES

Common visitor responses and how to keep the conversation going.

VISITOR SAYS...	YOU COULD RESPOND...
"It's too small."	"How much space are you hoping for? I may know of some other homes nearby."
"It's over our budget."	"What price range are you comfortable with? Have you spoken with a lender yet?"
"We're not buying until next year."	"That's actually a great time to start learning the market. Would you like me to keep you informed?"
"We're just looking."	"Absolutely! That's what open houses are for. Take your time and enjoy looking around."
"We need to sell first."	"Have you had a chance to find out what your current house might be worth?"

5

DON'T LET THE CONVERSATION END AT THE FRONT DOOR

Give a natural next step and get permission to follow up.

*"It was great meeting you! Based on what you mentioned,
I know a couple of other homes that might interest you.
Would you like me to send them over?"*

NEXT STEPS:

- ✓ Ask for their contact information.
- ✓ Send them relevant properties.
- ✓ Keep them updated on the market.
- ✓ Stay in touch, even if they're not buying now.

WHAT NOT TO DO



Don't make
promises about
financing.



Don't give unverified
property information.



Don't pressure
visitors.



Don't interfere
with another agent's
client.



Don't treat every guest
like they're ready
to buy now.

07 CHAPTER SEVEN

Financing Basics

Know the Options

MORE SOLUTIONS.
MORE OPPORTUNITIES.

Don't assume a buyer can't purchase. Your role is to recognize the opportunity, ask the right questions, and connect them with the right financing resources — including down payment assistance and

“

**There is usually
a way to make
it work.**

Don't disqualify a buyer because of what they think they can't do. Let the lender determine their options.



**Brings
More Buyers
to Your
Open House**



**Creates
Future
Sellers and
Referrals**



**Helps You
Have Better
Conversations**



**Shows
You're a
Resource, Not
Just a Tour Guide**

WHY THIS MATTERS

Stay solutions-focused.

Today's open house visitor could be tomorrow's buyer, a referral, or a future listing.

FHA VA CONVENTIONAL

DOWN PAYMENT ASSISTANCE

1

UNDERSTAND THE COMMON LOAN TYPES

Know the basics so you can have confident conversations and refer to a lender.

FHA



- ✓ As little as 3.5% down for eligible buyers.
- ✓ More flexible credit guidelines.
- ✓ Mortgage insurance generally applies.

VA



- ✓ For eligible veterans, service members, and certain surviving spouses.
- ✓ Often 0% down.
- ✓ No monthly mortgage insurance.

CONVENTIONAL



- ✓ Some buyers can purchase with as little as 3% down.
- ✓ Not just for 20% down buyers.
- ✓ Variety of programs based on credit, income, and property type.

USDA



- ✓ 0% down in designated areas.
- ✓ Household income and property requirements apply.

DOWN PAYMENT ASSISTANCE



- ✓ State and local programs may help eligible buyers.
- ✓ Can be used for down payments or closing costs.
- ✓ Requirements vary by program and borrower.

2

KNOW HOW TO DISCUSS MONTHLY PAYMENTS

A full estimated payment may include principal, interest, property taxes, insurance, and more.

TYPICAL MONTHLY PAYMENT BREAKDOWN



Principal & Interest
The loan amount and interest rate.



Property Taxes
Varies by location.



Homeowners Insurance
Protects the property.



Flood Insurance (where applicable)
Required in some areas.



Mortgage Insurance
Often required on some loan types.



HOA Dues (if applicable)
For communities with an HOA.

IMPORTANT

- ✓ Never quote a payment as guaranteed.
- ✓ Request a property-specific estimate from a lender.
- ✓ Payments will vary based on the buyer's credit, income, loan program, and property.
- ✓ When in doubt, refer the buyer to a qualified lender.

3

PREQUALIFICATION VS. PREAPPROVAL



PREQUALIFICATION

- ✓ Initial assessment based on information the buyer provides.
- ✓ Helps estimate a possible price range.
- ✓ Not a guarantee of loan approval.



PREAPPROVAL

- ✓ Typically involves a more detailed review by a lender.
- ✓ May include income, credit, and asset verification.
- ✓ Not a guarantee of final loan approval.

4

EXPLORE EVERY FINANCING OPPORTUNITY

Check with Brittney before ruling out a buyer.

- ✓ Down payment assistance programs
- ✓ Seller-paid closing costs or interest-rate buydowns
- ✓ Alternative documentation for self-employed buyers
- ✓ Seller financing or other negotiated structures (when appropriate)
- ✓ Financing strategies for qualified investors
- ✓ Creative solutions based on the buyer and property

Not every option works for every buyer or property. Always consult a lender, title professional, and legal adviser when necessary.



BRITTNEY'S BROKER TIP

"When you're hosting one of my listings, I'm gonna do what needs to be done to get it done."

I work with lenders who offer down payment assistance and other financing options. Don't assume a buyer can't purchase. Bring the opportunity to me, and we'll explore what's possible.

Brittney McKay
BROKER/OWNER

08 CHAPTER EIGHT

Turn Visitors Into Clients

The Follow-Up Builds the Business

THE OPEN HOUSE IS THE INTRODUCTION. THE FOLLOW-UP BUILDS THE BUSINESS.

Meeting people at an open house is just the beginning. How you follow up, stay in touch, and provide value is what turns a doorway conversation into a buyer, a referral, or a future listing.



“

The fortune is in the follow-up.

You don't build a business by collecting names. You build it by consistently nurturing relationships.

NOT EVERY VISITOR IS THE SAME OPPORTUNITY

Tailor your follow-up based on their situation.

VISITOR	YOUR NEXT STEP
Ready to buy now	Determine representation status and discuss an appropriate next step.
Buying in 3–6 months	Offer relevant listings and financing resources.
Buying next year	Stay connected with useful market information, with permission.
Needs to sell first	Offer a home-value consultation if they're interested.
Neighbor	Build a relationship and offer neighborhood market updates.
Already represented	Respect their existing agent relationship.

PEOPLE REMEMBER A GREAT EXPERIENCE.

Even if they're not ready to buy or sell today, your consistent follow-up keeps you top of mind for tomorrow's opportunities.



1 MAKE SIGNING IN FEEL NATURAL

Collect information early in the visit.

- ✓ Have a clean, professional sign-in sheet or digital form.
- ✓ Ask if they are currently working with a real estate agent.
- ✓ Collect only the information they voluntarily provide.
- ✓ Obtain permission before sending marketing messages.
- ✓ Keep the process simple and welcoming.



2 FOLLOW UP WHILE IT'S FRESH

Within 24 hours, send a personalized follow-up.

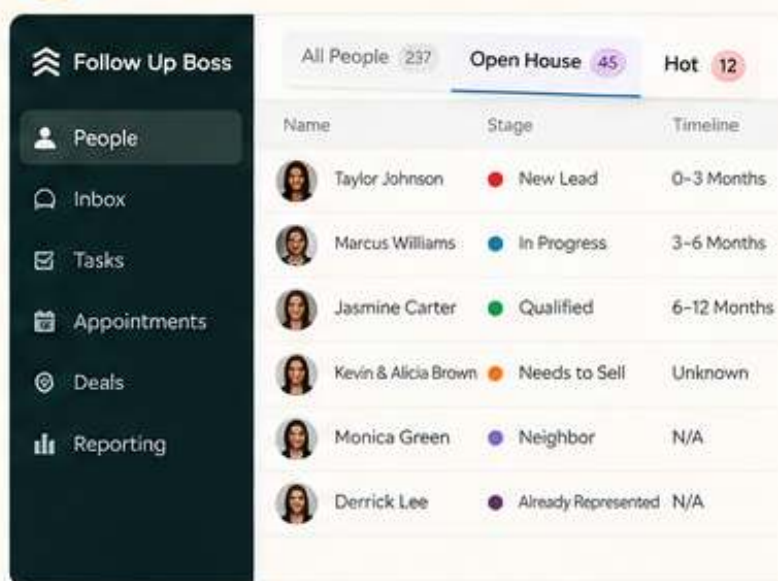


TIPS FOR A GREAT FOLLOW-UP MESSAGE

- ✓ Reference something specific from your conversation.
- ✓ Be friendly and genuine.
- ✓ Provide value — not just a generic message.
- ✓ Ask a clear next step.
- ✓ Keep it conversational and professional.

3 PUT YOUR CONTACTS IN A CRM

Your database is a business asset.



4 YOUR POST-OPEN-HOUSE FOLLOW-UP TIMELINE

Stay organized and consistent.

1		Same day	Organize your notes, identify requested information, and enter contacts into your CRM.
2		Within 24 hours	Send personalized follow-ups to visitors who agreed to hear from you.
3		Within 3–7 days	Deliver promised listings, lender introductions, or market information.
4		Ongoing	Maintain appropriate contact based on each person's timeline and communication preferences.

BEFORE THEY LEAVE A QUICK CHECKLIST

- ✓ Ask if they are working with a real estate agent.
- ✓ Learn their timeline.
- ✓ Find out what they're looking for.
- ✓ Offer something useful (listings, market info, or a lender introduction).
- ✓ Get their preferred contact method.
- ✓ Confirm the next step.

5 DON'T FORGET WHOSE LISTING YOU'RE HOSTING

Follow the brokerage's instructions and keep the listing agent informed.



Collect and report visitor information as instructed.



Share meaningful property feedback and buyer interest.



Protect visitors' personal information.



Develop your business while representing the property professionally.

THE RESULT?

- ✓ More buyers.
- ✓ More referrals.
- ✓ More future listings.
- ✓ A stronger network in the community.

09 CHAPTER NINE

After the Open House

*Your Work Isn't Finished
When the Last Visitor Leaves.*

PROTECT THE PROPERTY.
REPORT THE FEEDBACK.
DELIVER RESULTS.

An open house isn't successful simply because people attended. It's successful when you gather useful information, communicate results, and identify the next opportunity.



“

A professional host doesn't just open doors.
They deliver results.

YOUR RESPONSIBILITIES AS A HOST



Leave the property as you found it



Report meaningful feedback



Document your marketing efforts



Keep the listing agent informed

Every open house tells a story.

How you handle the follow-up, report the feedback, and represent the property today impacts your reputation and tomorrow's opportunities.

1

LEAVE THE HOUSE EXACTLY AS YOU FOUND IT

Before leaving, complete a final walkthrough.

- ✓ Turn off lights as instructed.
- ✓ Secure doors and windows.
- ✓ Reset the thermostat if necessary.
- ✓ Remove signs, flyers, refreshments, trash, and personal belongings.
- ✓ Check that all visitors have left.
- ✓ Follow the listing agent's lockup instructions.
- ✓ Report any damage, safety concerns, or unusual incidents immediately.



Remember:

You're being trusted with someone's house. Treat it with the same care you would expect for your own.

2

SEND THE LISTING AGENT AN OPEN HOUSE REPORT

Provide a professional recap, ideally the same day.

OPEN HOUSE REPORT

SAMPLE REPORT FOR THE LISTING AGENT

1234 EXAMPLE STREET
NEW ORLEANS, LA

SUNDAY, OCTOBER 11, 2026
12:00 PM – 2:00 PM

VISITORS



12

GROUPS



7



Common Feedback

- Visitors loved the kitchen and natural light.
- Two groups mentioned wanting a larger backyard.
- Several complimented the primary suite.



Buyer Interest

- One visitor requested additional property information.
- Another expressed interest in a second showing.
- Two visitors are starting their home search.



Marketing Completed

- Facebook Event
- Email invitations (10,000+ list)
- Neighborhood outreach
- Instagram & Facebook posts
- MLS open house
- Signage and flyers



Recommended Next Step

- Follow up on the second-showing request.
- Share recurring feedback with the seller.
- Continue marketing and plan next open house.

Illustrative example only. Actual reports should reflect verified attendance and feedback.

3

GIVE SELLERS MEANINGFUL FEEDBACK

Sellers want to know more than how many people attended.

- ✓ What visitors liked
- ✓ Concerns they raised
- ✓ Recurring objections
- ✓ Any meaningful interest
- ✓ Your overall observations

Note:

Don't promise that an offer is coming or recommend a price change based solely on one open house. Those decisions belong in a broader conversation with the listing agent and seller.

4

DOCUMENT YOUR MARKETING EFFORTS

Take photos and keep a record of your promotional activity.



- ✓ Photos of signage and setup
- ✓ Screenshots of social media posts
- ✓ Email invitations
- ✓ Neighborhood outreach
- ✓ Any other approved marketing

5

KEEP THE RELATIONSHIP WITH THE LISTING AGENT STRONG

Hosting someone else's listing is a professional opportunity.



Send your recap promptly.



Deliver anything you promised.



Communicate meaningful feedback.



Thank the listing agent for the opportunity.



Be someone they want to work with again.



A professional host doesn't just open doors. They deliver results.

Protect the house. Report the feedback. Follow through on every commitment.

Your Open House Resources

Everything you need to put the playbook into practice.

Ready for your next open house

Use the scripts and preparation guidance in Chapters 1–9.

The next page includes a printable visitor sign-in sheet.

Agents may use their own approved marketing materials.

Follow your brokerage policies and applicable advertising rules.

Show up prepared. Make every connection count.

Welcome to Our Open House

We are glad you stopped by. Please sign in below.

PROPERTY ADDRESS _____

Optional: Would you like to be contacted about real estate opportunities? Please select Yes or No.

NAME	PHONE	EMAIL	WORKING WITH AN AGENT?		MAY WE CONTACT YOU? OPTIONAL	
			☐ Yes	☐ No	☐ Yes	☐ No
			☐ Yes	☐ No	☐ Yes	☐ No
			☐ Yes	☐ No	☐ Yes	☐ No
			☐ Yes	☐ No	☐ Yes	☐ No
			☐ Yes	☐ No	☐ Yes	☐ No
			☐ Yes	☐ No	☐ Yes	☐ No
			☐ Yes	☐ No	☐ Yes	☐ No