



holding an open house

- **Advertise** – in your local newspapers at least the weekend before and the weekend of your planned open house. You'll want to check for deadlines to publish your ad.
- **Summary Sheet** – Prepare a summary sheet to give prospective buyers an overview of your property. Items to include – room dimensions, survey of property, utility costs, property taxes, and a summary of the age of the roof, furnace, water heater, etc.
- **Sign-In Form** – Prepare a sheet for Open House visitors to sign with their telephone number and e-mail address so that you can follow up with these prospective buyers.
- **Signs** – Prepare and place advertisement and directional signs. Check the regulations of your area regarding placement of signs. Distribute one or two days in advance at strategic locations.
- **Be Ready** – Make your home spotless, clear clutter, add candles, flowers, table settings, remove personal and breakable items, wash windows and open blinds, curtains for added light, confine pets. Manicure the yard.
- **Follow-Up** – Contact the prospective buyers for their opinions of your home. Use this information to make your home more attractive for sale.

