

FSBO TOOL

OPEN HOUSE SUCCESS KIT

Everything You Need for a Professional Open House

Open houses can be powerful marketing tools or wastes of time. The difference is preparation. This kit includes everything you need: checklists, scripts, sign-in sheets, feedback forms, and safety protocols. Use it all, and your open house will look as professional as any agent-led event.

WHAT'S INSIDE

- Preparation Checklist with timing guidance
- Safety Quick Reference (8 critical rules)
- Greeting Script and Q&A Guide
- Visitor Sign-In Log (ready to print)
- Feedback Card Template
- After Open House Checklist
- Pro Tips for Success

Preparation Checklist

Use this checklist to ensure nothing is missed. Timeline starts 2 days before your open house.

2 Days Before

	Task
<input type="checkbox"/>	Post open house on Zillow, Realtor.com, Facebook
<input type="checkbox"/>	Update listing with "Open House This Weekend" note
<input type="checkbox"/>	Print directional signs (10-15 signs)

Day Before

	Task
<input type="checkbox"/>	Print visitor sign-in sheets (20 copies)
<input type="checkbox"/>	Print property info sheets/flyers (50 copies)
<input type="checkbox"/>	Print feedback cards (30 copies)
<input type="checkbox"/>	Buy refreshments (water, cookies, coffee)
<input type="checkbox"/>	Deep clean entire house
<input type="checkbox"/>	Remove all personal items, photos, medications
<input type="checkbox"/>	Hide valuables, lock away sensitive documents

Morning of Open House

	Task
<input type="checkbox"/>	Stage all rooms (declutter, fluff pillows, etc.)
<input type="checkbox"/>	Set perfect temperature (68-72°F)
<input type="checkbox"/>	Turn on all lights (even daytime)
<input type="checkbox"/>	Open all window treatments
<input type="checkbox"/>	Play soft background music
<input type="checkbox"/>	Light subtle air freshener or bake cookies
<input type="checkbox"/>	Put out sign-in table with materials

1 Hour Before

	Task
<input type="checkbox"/>	Place directional signs (start 5-7 blocks out)

Safety Quick Reference

8 Critical Safety Rules

1. **Lock away ALL valuables:** Jewelry, cash, prescription meds, electronics, firearms. Everything. Hide it or secure it.
2. **Remove or lock personal documents:** Mail, bills, financial statements, passports, Social Security cards. Lock them away completely.
3. **Have a friend present:** Never host an open house alone. Two people minimum for safety. One greets, one observes.
4. **Require sign-in without exception:** Everyone signs in with full name, phone, email. No entry without it. No exceptions.
5. **Keep valuable rooms locked:** Office, master bedroom, safes. Lock them and mark them "Private."
6. **Watch for theft behaviors:** People opening drawers, taking photos of non-house items, lingering alone. Trust what you see.
7. **Don't share personal information:** When you're moving, why you're selling, where you're going. Keep your private life private.
8. **Trust your instincts:** If someone makes you uncomfortable, you have the right to ask them to leave. No explanation needed.

Greeting Script and Q&A Guide

Your Opening Greeting

``Welcome! Thanks for coming. Before you head in, I just need you to sign in here. We have information sheets about the property right here, and please feel free to explore. Every room is open except those marked private. I'm here if you have any questions. Take your time!"

DO Answer These

- ✓The property is [beds/baths/sq ft], built in [year]
- ✓We're asking [price], and it's been on market [X] days
- ✓Recent upgrades include [specific improvements]
- ✓Property taxes are approximately [amount] per year
- ✓The neighborhood has [amenities, schools, etc.]
- ✓I have a complete disclosure packet available

DON'T Say These

- × Why you're selling (divorce, job loss, need to sell fast)
- × Problems (yeah the roof leaks a bit)
- × Badmouth neighbors or area
- × Your bottom line (we'd take \$X)
- × Previous offers or negotiations
- × Follow people around or hover
- × Be defensive about the property

Open House Visitor Log

Property Address: _____ Date: _____

Time: _____ to _____

Every visitor must sign in. No exceptions. This protects you and helps with follow-up.

#	Name	Phone	Email	Agent?	Time
1				Y/N	
2				Y/N	
3				Y/N	
4				Y/N	
5				Y/N	
6				Y/N	
7				Y/N	
8				Y/N	
9				Y/N	
10				Y/N	
11				Y/N	
12				Y/N	
13				Y/N	
14				Y/N	
15				Y/N	

We'd Love Your Feedback!

Thank you for visiting our home! Your honest feedback helps us understand how to present our property better.

1. First impression when you walked in?

2. What did you like most?

3. What concerns or issues?

4. How does this compare to others?

Better Same Not as good

5. Is price in line with value?

Yes Too high Too low

6. Schedule private showing?

Yes No Maybe

7. Additional comments?

After the Open House

Follow this checklist in the hours and days after your open house to maximize results and stay organized.

Task	Notes
<input type="checkbox"/> Remove all directional signs (within 1 hour)	Critical for compliance
<input type="checkbox"/> Collect all sign-in sheets and feedback forms	Keep organized for follow-up
<input type="checkbox"/> Count and secure all property information sheets	Track how many visitors
<input type="checkbox"/> Do a walkthrough for missing or damaged items	Check closets, drawers, bathrooms
<input type="checkbox"/> Review visitor list and categorize by interest	High/medium/low interest
<input type="checkbox"/> Follow up with interested visitors within 24 hours	Thank them, gauge interest
<input type="checkbox"/> Review feedback and identify common themes	Are multiple people mentioning issues?
<input type="checkbox"/> Update your listing with any insights	Address concerns if possible
<input type="checkbox"/> Post about the open house on social media	Build momentum for next one
<input type="checkbox"/> Schedule next open house if needed	Second weekends are often successful

Pro Tip

The most successful FSBO open houses happen on Sunday afternoons (1-4 pm) when buyer traffic is highest. Always do two consecutive weekends. The second open house often brings people back who saw it online but didn't make the first event.

Need Help With Your Open House?

Contact us today

mattwarbet@kw.com
917-834-0159