

Open House

→
EZ
CHECKLIST

EZ Open House Checklist

Preparation

- Confirm the date, time, and duration of the open house
(Robert does a 6-hour structure: 2 hours for neighbors, 4 hours for the public).

Date:

Time:

Duration:

- Notify neighbors about the open house through postcards, flyers, or door-knocking.
- Schedule any staging or cleaning services before the open house.
- Prepare an agenda for the day to share with any agents or team members assisting you.
- Assign roles to your vendor partners, strategic partners, and agents helping with guest management or lead generation.

Materials to Bring

Below are some ideas for things worth having at your open house. You can also jump to your [Open House Starter Pack](#) if you're in a rush.

Signage

To display for education, navigation, and general questions. It's a good idea to position yourself or a staff member

near hot spots for questions, such as your “scan to place an offer” flyer.

- [Scan to Place Offer flyers](#) insert for acrylic sign (for table display)
- [Explainer: How to Make an Offer](#) insert for acrylic sign (for table display)
- [My Sellers Never Pay a Commission](#) insert for acrylic sign (for table display).
- Yard signs pointing to the open house location.
- Directional signs for entry and exit points.
- Table signs for registration, lender pre-qualification, and any other stations.

Handouts

Need a lender? [Use our Strategic Partner](#)

For guests to fill out and return before leaving, or to take home.

- [Sign In Sheets: *Minimalist or Needs-Focused*](#)
- [Scan to Place an Offer](#) sheets for buyers/agents to take.
- [Explainer: How to Make an Offer](#) sheets for buyers/agents to take.
- [Buyer Lead Capture Forms](#) for buyers to hand out and return to you on the spot.
- [“My Sellers Never Pay a Commission”](#) flyers for seller leads to take.

Other Materials

- Pens, notepads, or branded notebooks for guests.
- Acrylic or plastic stands for holding signs and flyers.
- [Business cards](#) with QR code links to your listing and contact info.
- Property feature sheets with high-quality images, details, and QR code with listing link.
- Local market comps to reinforce pricing strategy.
- A FOMO (Fear of Missing Out) Wheel graphic highlighting the benefits of EZ.
- Testimonials from other satisfied sellers and buyers.

Goodie Bags

- Branded items like keychains, pens, or magnets.
- Snacks, candy, or small bottled water.
- Coupons or incentives for strategic partners, such as lenders or moving companies.
- Info for any promotional raffles or giveaways.

On-Site Setup

Tables & Display

- Tables (minimum 2) for registration, lender pre-qualifications, and property marketing materials.
- Tablecloths for a polished, professional look.
- A laptop or tablet for registration and real-time offers tracking.
- Power strips and chargers for electronic devices.

Comfort & Hospitality

- Drinks and snacks for staff and guests (separate setup for neighbors during the first 2 hours).
 - Garbage bags for cleanup and napkins for guest convenience.
 - Seating for guests who may want to discuss the property or process with you.
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Team

Don't forget - you can also earn when you refer agents to EZ!

- Agents:** At least 3–5 agents to help monitor guest flow, answer questions, and collect leads.
 - Create a deal with assisting agents (e.g., referral fee or team collaboration incentive).
- Vendor Partners:** Lender and home inspection partners available to pre-qualify buyers or answer questions.
- Support Staff:** Someone assigned to collect registration details and ensure smooth flow during the event.

[Open House Cheat Sheet \(Scripts\)](#)

Tech Setup

- A laptop or tablet loaded with:
 - EZ Platform dashboard for offer-making.
 - [Platform explainer](#) for buyers.
 - Comparables and recent successful case studies for reference.
 - A reliable Wi-Fi connection or hotspot.
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Marketing

- Pre-schedule social media posts advertising the open house.
 - Create a Facebook event or live session during the open house.
 - Take pictures or videos of the open house for live and post-event marketing.
 - Collect emails for future marketing campaigns or drip campaigns.
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Post-Open House

- Follow up with guests who placed offers, registered, or expressed interest.

- Send thank-you notes to neighbors and attendees.
- Debrief with your team to identify what went well and any improvements for next time.
- Capture a testimonial from the seller immediately if they're impressed by the process.
- Explore sample follow-up letters and more in our 30+ letter template pack***

Bonus Content:

Watch: [Topic Thursday Training - One-and-Done Open House](#)

Robert's Key Checklist Items



Have questions or need inspiration? Ask in our [Public](#) and/or [Students-Only](#) Facebook Group