



10-DAY *open house* MARKETING PLAN

10 DAYS PRIOR TO THE OPEN HOUSE

- Create promotional graphics and the property landing page
- Add the open house to the MLS
- Create the Facebook event
- Confirm the date, time, and marketing plan with the seller

8 DAYS PRIOR TO THE OPEN HOUSE

- Order or prepare directional signs and printed materials
- Invite your database, neighbors, and prospective buyers
- Begin social media promotion

5 DAYS PRIOR TO THE OPEN HOUSE

- Deliver neighborhood invitations or door hangers
- Confirm the home will be showing-ready
- Prepare property information and sign-in materials

2 DAYS PRIOR TO THE OPEN HOUSE

- Post a reminder on social media
- Email or text interested prospects
- Confirm signage, refreshments, supplies, and access

DAY OF THE OPEN HOUSE

- Arrive early, turn on the lights, adjust the temperature, and complete final presentation touches.
- Place directional and open-house signs
- Set out property information and sign-in materials
- Welcome guests and capture visitor information.
- Follow up with attendees after the event