The Open House Marketing Kit

From 10 days out to the week after. Everything written for you.

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PLAN

The 10-Day Marketing Timeline

A well-marketed open house is a coordinated campaign, not a last-minute scramble.

✦ We can make this for you, branded to you.

BEFORE

- [ ] **8 to 10 days out:** Book professional photos. Everything else depends on them.
- [ ] **7 days out:** Order postcards for the 50 to 100 closest neighbors, timed to land listing weekend. ✦
- [ ] **5 to 7 days out:** Coming Soon sign goes up ✦. Post your teaser and sign story (page 3). Deliver the neighbor note (page 5) to the closest 5 to 10 doors.
- [ ] **Listing day:** Just Listed post ✦ (page 4).
- [ ] **2 days out:** Eflyer to area agents announcing the listing and open house ✦. Open house announcement post ✦ (page 4).
- [ ] **Night before:** Print property brochures on thick cardstock ✦ and the sign-in sheet (page 6). Pack your go-bag.

DAY OF

- [ ] Directional signs out early. The more, the better.
- [ ] Post your open house day stories: before, during, after (page 5).
- [ ] Arrive 30 minutes early to set up. Less is more on the table.
- [ ] Greet every visitor by name.

AFTER

- [ ] **Same day:** Thank-you post (page 5).
- [ ] **Same day:** Sort your sign-ins and send Touch 1 (page 7).
- [ ] **Same day:** Send your seller the recap (page 8).
- [ ] **2 days later:** Touch 2 to anyone who didn't reply.
- [ ] **Every week until it sells:** Post about the listing ✦.
- [ ] **At closing:** Just Sold postcard to the same neighbors ✦.

Build anticipation before the doors open.

Six posts and stories, each with a job. Copy the white boxes, fill in the brackets, post.

TWO QUICK RULES BEFORE YOU POST

Check your MLS's Coming Soon rules before marketing a listing that isn't active yet. Some MLSs require it to be entered within a set time once you market it publicly.

Describe the home, not who should live in it. "Fenced backyard" works. "Perfect for a young family" doesn't (fair housing).

1 Coming Soon Teaser

WHEN 5 to 7 days out **WHERE** Feed reel

Media idea: 5 to 8 seconds of one feature, not the whole house. Morning light through the kitchen window, the front door swinging open, a slow pan across the fireplace. On-screen text: "Coming soon to [Neighborhood]."

> Something good is coming to [Neighborhood]. Here's a peek at the [feature]. Full reveal [day]. Know someone who's been waiting for the right home here? Tag them so they see it first.

Why it works: holding back the full tour creates curiosity. Tags and shares put it in front of people who don't follow you yet.

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2 Coming Soon Story: The Sign Goes In

WHEN the day the sign goes up **WHERE** Stories

Media idea: you putting the sign in the yard, or a quick selfie next to it.

> Sign's in! Coming soon to [Street or Neighborhood].

Add: a countdown sticker to listing day (followers can tap to get a reminder) and a question sticker: "Want the details first? Send me a message."

Why it works: it's real, it's quick, and the countdown gives people a reason to come back.

Go live, then get them in the door.

3 Just Listed

WHEN the day it goes live **WHERE** Feed carousel

Media idea: best exterior photo first, then your 5 to 9 strongest photos. Last slide: open house date, time, and address. ✦

> Just listed in [Neighborhood]!
> [Beds] bed | [Baths] bath | [Sq ft] sq ft
>
> My favorite part? [One specific detail, like "the screened porch that stays shaded all afternoon"].
>
> Come see it in person at the open house [Saturday/Sunday], [Time]. Send me a message for details.

Why it works: one specific detail stops the scroll. "Beautiful home" doesn't.

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4 Open House Announcement

WHEN 2 days out **WHERE** Feed post or reel, then share to Stories

Media idea: an open house graphic with the date, time, and address ✦, or a 10-second walk-through clip that ends on the graphic.

> Open house this [Saturday/Sunday]!
> [Address] | [Time]
>
> Come see the [feature] for yourself. Bring a friend, bring your questions. See you there!

Tip: share it to Stories with a link sticker to the listing, then reshare the morning of.

Show the day, then say thank you.

5 Open House Day Stories

WHEN day of **WHERE** Stories, at least 3

BEFORE
A quick walk-through. "Doors open at [Time]! Come say hi."

DURING
Your table set up, the snacks, the busiest room. Add a location sticker.

AFTER
"That's a wrap! Thank you for coming out."

Why it works: steady stories keep the open house top of mind, and your seller sees you working it. **Tip:** don't post visitors' faces without asking.

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6 Thank You Post

WHEN same day or next morning **WHERE** Feed

Media idea: the open house sign at the front door, or a carousel of the day.

> Thank you to everyone who stopped by [Address] today! So much love for the [feature]. Missed it? Send me a message and I'll set up a private showing.

Then keep going: post about the listing every week until it sells (page 8).

OFFLINE

The Neighbor Heads-Up Note

5 to 7 days out. Hand-deliver to the closest 5 to 10 doors.

Neighbors aren't surprised by the traffic, your seller hears about the effort, and neighbors are your future listings.

> Hey neighbor!
>
> A home on your street is officially hitting the market, and we're hosting an open house [Saturday/Sunday] from [Time]. You may notice some extra activity and a few signs going up.
>
> We'd love for you to come take a peek. You might just know someone who's been looking in this neighborhood.
>
> See you there!
> [Your Name] | [Brokerage] | [Phone]

Thanks for stopping by!

Please sign in so we can follow up with anything you'd like to know.

Address _____ **Date** _____

Name	Phone	Email	Working with an agent?	Agent's name
			☐ 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	
			☐ Yes ☐ No	
			☐ Yes ☐ No	

AFTER THE OPEN HOUSE

Follow-Up, Already Written

Speed beats a perfect script. Send Touch 1 the same day.

STEP 1: SORT The sign-in sheet already did it.

Has an agent? One message only, and it goes to their agent, not them:

> Hi [Agent Name], thanks for bringing your client by [Address] today. Any feedback or interest on their end? Happy to answer anything from my side.

No agent? Run the two touches below.

TOUCH 1: SAME DAY

> Hey [Name]! So glad you stopped by [Address] today. [If they asked something specific, quick answer here.] I'd also love to set you up on an automatic search for similar homes in the area, so you never miss one that fits what you're looking for. No cost, no obligation, just let me know!

TOUCH 2: 2 DAYS LATER Only if they haven't replied.

> Hey [Name]! No pressure at all, just wanted to check if [Address] is still on your radar, or if you're weighing other options. Happy to help either way!

THEN: KEEP THEM HEARING FROM YOU

Add every guest to your contact list. The texts get you a reply this week. The list is how they still remember your name next spring. ✦ Our monthly newsletter goes to your list on the 1st, branded to you.

AFTER THE OPEN HOUSE

The Seller Recap

Send it the same day. Your seller hired you to market their home. Show them it's working. Most agents never send this, which is exactly why it stands out.

Hi [Seller Name], here's a quick recap from today's open house at [Address]:

- [#] groups came through
- [#] were working with an agent, [#] were not
- What people loved: [feature]
- What we heard most: [feedback]

Next steps: I'm following up with every visitor in the next two days and will pass along any agent feedback as it comes in. [Next marketing step, like "Your listing goes back out to area agents this week."] Talk soon!

STAY VISIBLE UNTIL IT SELLS

Post weekly until it sells: highlights, features, neighborhood content. Don't post once and go quiet.

At closing, mail a Just Sold postcard to the same neighbors who got your first postcard. It closes the loop and positions you for the next listing on that street.

You have the plan. Want the materials done for you?

Eflyers to area agents, social graphics, printable flyers, postcards, and brochures, all branded to you. You approve a preview before anything goes out.

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