

CLOSE THAT SALE: LAST MINUTE CHECKLIST FOR A SUCCESSFUL OPEN HOUSE

When it comes to prepping for an open house, small mistakes can lead to a loss of sale. Share this last-minute checklist with your client!

CHECKLIST:

STAGING



- Simplify your space for potential buyers. While many homeowners are used to using bedrooms for multi-functional purposes, it's hard for buyers to visualize how a space will function for them if there's clutter. Remove any unnecessary furniture or equipment until after the open house.
- Check the bathrooms. Be sure to keep countertops clear. Place any hygiene products, or cleaning in cabinets/under the sink. Remove all pharmaceuticals.
- Pay attention to coveted items like built-ins, kitchen countertops, hardwood floors, etc. Buyers will spend more time looking at these features. Scuffed floors and stained countertops can make these amenities feel like more of a burden.
- Check your flooring. If necessary do a last-minute sweep/mop/vacuum, especially in the kitchen, entryway and bedroom areas. Don't forget to dust and straighten any accent rugs as well.

OUTDOORS



- Give potential buyers a great first impression upon entry. Sweep porches and straighten welcome mats.
- Pick up any toys, gardening equipment, hoses or lawn decorations in the front and backyards. If hosting an evening open house, be sure to highlight exterior lighting features like motion detection or driveway lights.
- Turn off any automatic sprinklers!

FINISHING TOUCH



- Check the walls for stains and build-ups. The Magic Eraser[®] is a good tool to help with last minute touch-ups.
- Make sure that any artwork is family-friendly and non-offensive to potential buyers.

