Open House Materials Checklist

Must Have	Nice To Have
Business Forms	**Marketing Items**
☐ Disclosures ☐ Sales contracts ☐ CIS ☐ Sales Folder with all related forms ☐ Listing Folder with all related forms ☐ Buyer Control sheets ☐ Mortgage payment sheet/Placard ☐ Agency information (varies by state)	☐ Laptop w/MLS slide show ☐ Placards & Flyers to upcoming seminars or other events (Recruiter) ☐ Home Protection Plan Marketing Pieces (Processing Manager)
Marketing Items	**Personal Marketing Items:**
Brochures:	☐ Your Brag Book ☐ Appointment Cards ☐ Thank You notes ☐ Favors (magnets, calendars, etc.)
☐ Weichert One brochure ☐ Gold Services brochure (Processing Manager) ☐ Home Protection Plan Brochure (Processing Manager) ☐ Home Buy/Sell Guides (Processing Manager) ☐ Brochure about the property	**Promotional Items:**
	☐ Do you have a home to sell button?" ☐ "Please Ring Bell" door hanger ☐ Easel Insert: Gold Services ☐ Easel Insert: "Let my Laptop Take you on a tour…" ☐ Easel Insert: "Curious how much your home is worth?" ☐ Easel Insert: "Your home is your castle…" ☐ School district report ☐ Area maps
Personal Marketing Items:	
☐ Name tag ☐ Business cards ☐ DOORS portfolio ☐ Personal brochure	**Customized Items available through DOORS PMC**
Promotional Items:	☐ Open House Display Board
☐ Open House sign ☐ Directional signs (eight minimum) ☐ Balloons (10-12) ☐ "Sold" clipboard	**Other Items (Optional)**
Other Marketing Items:	☐ Open House Guest Survey Form ☐ Folding Chair ☐ Light Bulbs ☐ Music
☐ Easel/book with pictures of home ☐ List of other current listings and sold properties in area	
Other Items	
☐ Pens ☐ Open House Guest Register (and extras) ☐ Personal Achievement System ☐ Key/Key Pad for home	