



Open House Agent Checklist

Client(s) _____

Agent _____

Date of Open House _____

Dwelling™ takes pride in providing a consistent high level of service and standard of care when inviting current clients and potential buyers into our listed properties. Some of the standards include creating an exceptional and welcoming Open House environment to show guests we go above and beyond.

Ambient Music - harness the power of music to enhance your guests' experience - play music that will enhance the style of the listing and avoid music that may be offensive

Appealing Aromas - our sense of smell is directly attached to the limbic system in the brain where we store memories. Scented candles or oil diffusers can create positive feelings and a lasting impression to potential buyers.

Refreshments - strategically placed refreshments give agents time to interact with guests. If the refreshments are good, guests may be inclined to stay a bit longer. Use well- branded and sturdy water bottles and individually wrapped/prepared healthy snacks (like mini charcuterie boxes for lunches or individually packaged roasted nuts).

Engage Business Services at Businessservices@dwellingre.com for suggestions or recommendations on the aforementioned standards, if needed.

Confirm MLS Open House Entry

Inform the Owner or Tenant of Open House Date and Time

Open House Digital or Manual Guest Registry (engage Marketing to create)

Flyers | Brochures | MLS Spec Details (engage Marketing to create)

Means for ambient music - Agent to confirm WiFi accessibility prior to Open House.

Scented candles - Agent Responsible for set-up and associated cost

Refreshments - Agent Responsible for set-up and associated cost

Agent self-promo marketing materials, example: One PS Palm Springs Neighborhoods w /business card

Directional signage – Signage Check Out Form, if using Dwelling™ branded signage

Branded call box access instructions (engage Marketing to create)

Social media post one day prior to the Open House (If you are a Dwelling™ Agent/Associate, please engage Marketing to create)

Social Media Realtor sites for Greater Palm Springs or Los Angeles Metro

Open House Feedback forms with a Self Addressed Stamped-envelope (SASE)

Special Instructions/Notes:
