



Open House Protocol – Summary (See Open House Setup & Expectations)

Co-List & Primary List Agent Responsibilities:

1 Week 'Before' Open House

- Confirm Open House dates and times with Seller and send to office.
- Create Open House mailer card and pull mailing list from tax records of neighboring 250-500 homes based on demographics and price.
- Send mailer and list to Cornerstone to be printed and mailed.
- Create Door Knocker flyer with Open House Events and schedule day to Door Knock.

Day of 'Coming Soon'

- Create KVCore Landing Page and send URL link to office.
- Deliver Open House materials to the home 'before' first showing.
- After Staging, visit home to shoot social video with details of Open House Events and post on all agent social platforms.
- Post property post with hashtags to all agent social platforms.
- Call all market brokers and send them Open House flyer.

Day of 'Open House'

- Place signage and arrive early.
- Shoot social video with details on Open House day and post on all agent social platforms.
- See 'Open House Expectations' sheet for full details.

Social Media Responsibilities:

- Create all social reels and videos
- Post on all platforms letting people know it's coming soon and open house events:
 - TikTok

- Instagram
- YouTube
- Linkedin
- Google My Business
- Pinterest
- Facebook