WEEK 10 DOWNLOADS

# Open House & Listing Reset Toolkit

Practical checklists, follow-up language, seller recap prompts, and a worksheet for agreeing on the next measurable step.

**Use with the Week 10 lesson:** Open Houses, Buyer-Agent Follow-Up, and When a Listing Needs a Reset. The two supplied open-house forms remain separate downloads and are included in the complete packet.

## What this toolkit helps you do

- Prepare with the seller before visitors arrive.
- Capture patterns without confusing a single opinion with market evidence.
- Follow up on questions and requests, then give the seller a useful same-day recap.
- Choose a next step together and set a date to review it.

**Field reminder:** Follow your brokerage procedures, the current New Jersey Consumer Information Statement, the seller's instructions, and applicable MLS rules. Keep visitor contact details private and share them only as authorized.

01 | Before the Open House

# Seller Preparation & Host Checklist

Confirm the plan with the seller and assign an owner and due time to each item.

## Seller agreement and access

- ■ Confirm date, hours, access instructions, and the seller's preferred contact during the event.
- ■ Confirm permission to advertise and the approved wording, photos, signs, and online channels.
- ■ Agree what visitors may touch, which areas are off limits, and how pets will be handled.
- ■ Ask about cameras or recording devices and follow brokerage guidance and applicable law.
- ■ Confirm parking, entry, lighting, temperature, and a plan if weather or access changes.

## Home readiness and safety

- ■ Put away medication, mail, financial papers, keys, valuables, and personal items.
- ■ Secure firearms and other potentially dangerous items; follow brokerage safety procedures.
- ■ Clear walkways, turn on lights, open permitted window coverings, and keep the home comfortable.
- ■ Use the seller-approved sign-in and agency-disclosure process. Display the required New Jersey notice prominently.
- ■ Bring listing details, feature sheet, sign-in materials, charger, water, and a way to record requested follow-up.

| Seller update appointment (date / time) |
| --- |
| |

| Items the seller wants highlighted or questions to verify |
| --- |
| |
| |

New Jersey's prescribed open-house agency notice is a separate required notice. The attached visitor sign-in form does not replace it.

02 | During & After

# Visitor Notes and Follow-Up

Use one row per visitor group. The attached sign-in form is the designated place for visitor contact details; this worksheet is for the question, requested action, and status.

| Time / group | Question or response to verify | Requested next step | Owner / due | Status |
|---|---|---|---|---|
| | | | | |
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## Conversation starters

**Welcome:** “Welcome. Please take your time. I’m here on behalf of the seller. What would be helpful for you to know about the home?”

**Visitor with an agent:** “Thanks for coming through. If you’d like details or a second look, I’m happy to coordinate with your agent.”

**Unrepresented visitor asks for help:** “I can explain the options and the documents that describe them. Before I provide brokerage services, we should review the Consumer Information Statement and discuss the appropriate written agreement.”

## Buyer-agent follow-up

“Thanks for bringing your buyer through [address]. What stood out to them? Did they have a question I can verify? If they would like another look, I can coordinate with you.”

Record the agent’s response accurately. Separate direct feedback from your interpretation, and follow up only through an appropriate channel.

# Same-Day Open House Recap

Share activity, repeated feedback, requested follow-up, and the next step. Avoid identifying visitors or repeating personal details unless they authorized that use.

| Property / date / event hours |
| --- |
| |

| Activity | Count / notes |
| --- | --- |
| Visitor groups | |
| Second-showing requests | |
| Buyer-agent conversations | |
| Specific information requests | |

| What repeated? (questions, features, or concerns) |
| --- |
| |
| |

| What needs verification, and who will handle it? |
| --- |
| |
| |

| Seller update delivered by / time |
| --- |
| |

**Suggested recap:** “We had __ groups. The recurring questions were __. __ visitors asked for __. I’m verifying __ by __. Based on what we know today, the next step we agreed on is __, and we’ll review the results on __.”

# Evidence Before Recommendation

Compare equal time periods and use the complete listing picture. One open house can add information, but one visitor's preference alone does not decide price or strategy.

| Measure | Prior period | Current period | What changed / source |
|---|---|---|---|
| Online activity / saves | | | |
| Private showing requests | | | |
| Completed showings | | | |
| Open-house groups | | | |
| Return visits / offers | | | |
| New or changed competition | | | |

## Check the cause before suggesting a reset

- Exposure: photos, remarks, distribution, and listing facts are accurate and complete.
- Access: qualified buyers can schedule practical showing times; instructions work.
- Presentation: repeated, specific feedback points to a condition, layout, or staging issue.
- Price: compare current competing homes and recent results, including relevant differences.
- Seller goals: confirm timing, net expectations, and what the seller is willing to change.

| What do we know? (facts and sources) |
|---|
| |
| |

| What is still an assumption or needs checking? |
|---|
| |
| |

| Seller decision / chosen next step |
|---|
| |

| Action | Owner | Due | Measure / review date |
|---|---|---|---|
| | | | |
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| | | | |