

## Preparing the Home:

- *Clean your home. A clean home shows the owners care about it and likely have maintained it well.*
- *Light the home. When necessary turn on interior lights before leaving the home for the showing. Ensure all lighting is operational inside and around the home, as well.*
- *De-clutter closets, shelves and counters. Show you have ample storage in the home.*
- *Vacuum carpets and dust appropriately.*
- *Clean the bathrooms, removing any mold or mildew in shower areas.*
- *Store extra furniture with a friend or rent a storage locker.*
- *Odors. If your house has an odor, you may need to address it. Try baking a fresh pie or cookies just before the open house. Light scented candles. Perhaps use an odor eliminator. Often, homeowners aren't even aware their home has an issue! Ask your agent.*



## It's Time For An Open House

### A Consumer's Guide

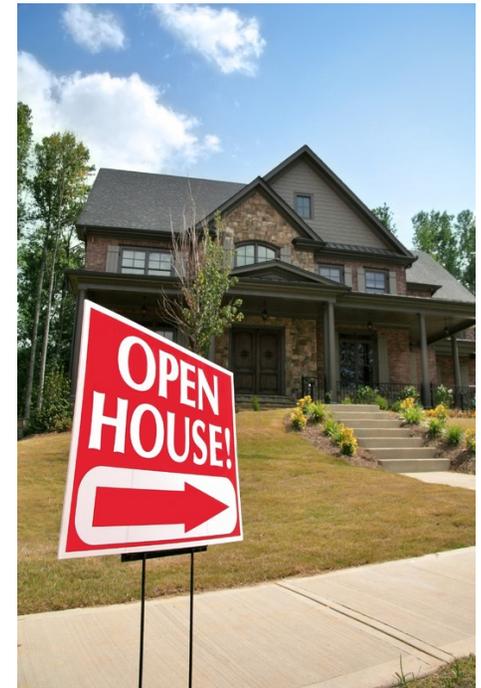


405 E Congress Pkwy, Suite A, Crystal Lake IL 60014  
Phone: 815.459.0600 Fax: 815.459.0621  
E-mail: [info@HeartlandRO.com](mailto:info@HeartlandRO.com)

## It's Time For An Open House

### Setting the Expectations:

### A Consumer's Guide



## The Seller's Responsibilities:

*This is an invitation to the public to come walk through your home. With that comes responsibility.*

- *Put away valuables. Lock them up or take them with you. Your agent will try to safeguard your valuables but let's not tempt visitors.*



- *Board your pets or take them with you but don't leave them at home. Even the friendliest pet acts differently when you are not around.*
- *Leave the home during showings. Studies prove that if the owners are home, prospective buyers will drastically shorten the time they spend in the house. Sellers are statistically lessening their chances of selling the home if they don't leave.*
- *Tell anyone you know who might be interested about the Open House so they can stop by, see the home, and talk with your agent.*
- *Provide your agent with a list of all home improvements you've made or that are noteworthy.*
- *Talk with your agent. See if there is anything extra they would like you to do to.*

Seller(s) acknowledges having read this brochure.

\_\_\_\_\_  
Seller Signature(s)

\_\_\_\_\_  
Date

## Making First Impressions:

- *Curb appeal. Prepare the exterior of the home in advance. A good impression might be the difference between people stopping or driving by.*



- *Be sure to clean the front steps, sweep away leaves or shovel the walk, and clean up any litter that might exist.*
- *Check the yard well! If you have animals, be sure to clean up after them. Water and mow your lawn.*
- *Stow away any kid's toys, bicycles or gardening equipment. Items left laying around may give the impression there isn't enough storage.*
- *Secure pools, gates, sheds, dog fences, etc. You may not have children at home but potential buyers stopping by might; take precautions just in case.*
- *Remove all vehicles from the driveway and be sure it is clean of any oil, weeds, etc.*
- *Consider preparing a short, 1 or 2 page summary of all the things you love about living here. Talk about favorite restaurants, parks, 4th of July fireworks or parades or anything you have enjoyed while living in the property.*



## Agent Responsibilities:

- *Safeguard the home. Agents will do their best to protect the seller's property but this can be an overwhelming task at times with people possibly going in different directions throughout the home.*
- *Market the home. In addition to putting direction signs out in advance of the Open House, your agent will likely place the Open House listing in local marketing media which might include newspaper, social media, the MLS and so on to help drive traffic to the home.*
- *Agents coming into your home with clients should be respectful of your home but they very well will look into bedroom/hall/storage closets, the basement and the garage. In some instances they may look into the attic or crawl space, especially if it is a second or third showing by the same prospective buyers.*
- *Showing agents and their clients are supposed to "leave the home as they found it". That is, any locked doors should be locked when they leave, lights on should remain on, or lights that were off should be turned back off when leaving. While this is a common expectation, there are times when these common courtesies are overlooked, especially when children might accompany the parents to the home. Understand this idea but also let your agent know if anything concerning is noted.*