

Should You Hold an Open House?

A quick way to decide whether an open house is right for you — and how to run one safely if you do — from a licensed broker with 40+ years of experience.

An open house isn't required to sell your home, and it isn't right for everyone. Use this page to make the call with clear eyes — then, if you choose to hold one, run through the prep and safety checklist so it works in your favor. **Check each box that's true for you.**

1. Should you hold one? Points in favor

The more of these that fit your situation, the more an open house may help.

- ☐ My home shows very well and is easy to keep clean and staged.
- ☐ My market is active, and buyers are actively looking in my area.
- ☐ I can promote it ahead of time (online, signs, neighbors, word of mouth).
- ☐ I'm comfortable having a second person there to help me host.

2. Reasons to think twice

If several of these are true, private showings may serve you better.

- ☐ I'd be hosting alone, or I have safety concerns about strangers in my home.
- ☐ My schedule makes it hard to prep and vacate for several hours.
- ☐ My home is in a low-traffic spot or a slow market.
- ☐ I'd rather focus on qualified, scheduled buyers than casual foot traffic.

3. If you hold one — prep checklist

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| ☐ Chose a high-traffic time (often a weekend afternoon) | ☐ Curb appeal is strong (the first impression) |
| ☐ Promoted it in advance across every channel I have | ☐ A simple sign-in to capture visitor info |
| ☐ Home is clean, decluttered, and well-lit | ☐ A plan to follow up with interested visitors |

4. Safety essentials (don't skip these)

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| ☐ A second person present with me | ☐ Personal documents put out of sight |
| ☐ Valuables & medications locked away | ☐ Phone on me; someone knows my schedule |

Still unsure? That's a valid answer. Plenty of homes sell beautifully with well-run private showings and no open house at all. Choose the approach that fits your home, your market, and your comfort — not what sellers are simply "supposed" to do.

Want the full playbook for showings and selling on your own?

The List It Yourself packet walks you through showings, offers, disclosures, closing, and everything else you need to sell your home yourself with confidence — specific to your state.

Get the Packet — \$147 · listityyourself.net