

OPEN HOUSE SOCIAL MEDIA CHECKLIST

- Add open house information to MLS by 10am on Friday
- Julia will post a story on social on Friday and tag you in the story
- Repost the story on Friday
- When you arrive, set up and make sure it is camera-ready
 - Business cards, sign in sheet, REMAX Open House app open on screen
- Post to your story once set up
 - "Open House TODAY, Address, Time, Come on by!"
- Take a video walkthrough of a few rooms and post to your story
- If you are hosting another open house tomorrow, be sure to add that in
- Take pictures and video clips for future social posts
 - Reference the list below for ideas

QUICK, EASY, AND EFFECTIVE REEL IDEAS + POINTERS

- Set Up an Open House With Me
 - Opening blinds, turning on lights, fluffing pillows, placing flowers, putting out business cards
- 3 Things I Love About This Home
 - Take three clips of your favorite features
 - Add text on screen to explain
 - Examples: natural light, updated kitchen, large backyard
- POV: You're Touring This Home Today
 - Shoot from the front door entering into the main space
 - Add additional quick clips of other rooms
- If you don't have a tripod, set your phone on the counter or a level surface
- For editing, use the Instagram Edits app
- When posting, always add trending audio

REMAX
RESULTS