

Open House Best Practices Checklist

Open House for an Occupancy Need is focused on the guests.

- Set the objectives for the event
 - Are you trying to attract people to your property that haven't heard of you?
 - Are you trying to encourage people that know about you to commit to leasing an apartment?
- Start working on your invite list
 - Current Guest Card List
 - Friends of current Residents
- Choose if the event will be indoor or outdoor
- Determine what you are going to do
 - Some communities make this a last chance event, an ice cream social, or a just pop by event
 - Think about providing simple light refreshments if budget allows
- Set a date and time frame for the event
- Decide if you would like RSVPs
 - If so, think about creating an online form for RSVPs
- Create and order Open House Invites through Illustratus
 - Be sure to give yourself plenty of time to order and send the invites before the event day. They should be sent out at least two weeks before the event.
- Finalize Invite List
- Send Invites out – both physical and email
 - Send mass emails to invite anyone interested in your community – this should be the Yardi guest card.
- Add Signage and wayfinding so that people can find the event
- Walkthrough Property and add Decorations
 - Set-up the event space and make sure the grass is mowed and everything is clean and tidy
 - Make sure the tour path is defined and be ready to give multiple tours.
- Resend email invitations
- Have a sign-in sheet ready and ask that when people arrive they sign-in.
 - Make sure this sign-in sheet includes name, phone number, and email.
 - If you opted for RSVPs, print your RSVP list to check-in people when they come
- Have a great event!