

Open house sign-in sheet check for real estate teams

Fourteen people signed in at Sunday's open house, and the paper sheet sat in the car until Wednesday (an illustration). Pull your last three Sunday open house sign-in sheets and run this five-minute check on your own records before you change your workflow.

Free to read on this page and free to download as a PDF. No email address required, and downloading a sheet never subscribes you to marketing emails.

What to set aside first before you count

Pull the sign-in sheets from your last three Sunday open houses and cross out these four groups before you count a single follow-up:

1. Visitors who left the contact-consent box blank or stated they did not want follow-up from your brokerage.
2. Illegible lines where neither a readable email address nor a working phone number was written down.
3. Visiting agents from other brokerages and neighbors who noted on the sheet that they are not looking to buy or rent.
4. Duplicate sign-in lines from the same household or couple (count the household once).

The visitors left on your list are the opted-in guests who agreed to hear from your team after Sunday's open house.

Five-minute check on your last three Sunday open house sheets

Run these four steps on the opted-in visitors remaining across your last three Sunday open house sheets:

1. Count the opted-in visitors per Sunday sheet: Write down the total number of opted-in buyer or renter households on each of the three Sunday sign-in lists.
 2. Match each visitor against your sent email and text history: Open the hosting agent's sent email folder, text log, and brokerage workspace for the Monday morning after each open house.
 3. Check the Monday-at-noon cutoff: For each opted-in visitor, check whether a personal follow-up note with the property disclosure link or application link was sent before Monday at noon.
 4. Count the visitors who waited past Monday at noon: Write down how many opted-in Sunday visitors received their first follow-up after Monday at noon or never received a follow-up note at all.
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Limits of this open house sheet check

This five-minute check counts how many opted-in Sunday open house visitors received a personal follow-up before Monday at noon in your own records. It does not track visitors who toured without signing in, it does not measure portal views, and it never claims lost offers or lost commission revenue.

Weak and strong open house follow-up example

Sample data. Made-up business.

Weak example

"Thanks for stopping by our open house on Sunday. Call me if you want to see any other homes in the area."

Nate, Harbor & Pine Realty (Sample data. Made-up business.)

This note omits the property address and offers no specific next step.

Strong example

"Hi Maya, thank you for visiting 82 Maple Avenue on Sunday and checking the box to receive the listing packet. I attached the seller disclosure packet here, and I have private showing slots open Tuesday at 5:00 p.m. or Thursday at 12:30 p.m. if you would like a second look. Would either window work for you?"

Cody, drafted for Nate at Harbor & Pine Realty"

(Sample data. Made-up business.)

This draft goes only to a visitor who agreed to be contacted, attaches the disclosure link for 82 Maple Avenue, and waits on an approval card for the hosting agent to review and send before Monday at noon.

Hard limits

Never contacts an open house visitor who did not agree to hear from your brokerage.

Never sends a follow-up batch or books a private showing without agent or broker approval.

Never steers a visitor by neighborhood, family status, or any protected trait.

Never promises a sale price, seller concession, or offer acceptance.