

Open House Follow-Up Templates

8 email and text templates and a call script for the first 72 hours after an open house. Replace everything in **[brackets]** and the example names (Jordan, Priya, Sam, Alex, 14 Maple Street) before sending.

From brainmox.com/blog/open-house-follow-up/. Free to use and edit. This is a practical guide, not legal advice.

The 72-hour open house follow-up schedule

Sort the sign-ins the evening of the open house, then work down this table. Each row names the template to use.

When	Who	Channel	Template
Same evening	Everyone who ticked “OK to email”	Email	1. Thank-you email
Same evening	Ticked “OK to text or call”, no email given	Text	2. Thank-you text
Next morning	No agent, 0–3 month timeline, ticked “OK to text or call”	Call	3. Call script
Next morning, no answer	Same visitors	Text	4. Missed-call text
Same evening, once	Visitors who said they’re working with an agent	Email	5. Represented visitor
Day 2–3	“Home to sell first?” = Yes, ticked email	Email	6. Seller lead
Day 2	Your listing client	Email	7. Seller update
Day 7	Ticked email, hasn’t replied	Email	8. Day-7 check-in

Visitors who ticked neither box get nothing. Their visit goes in your notes and stays there.

For each template: **When** says who it’s for, **Personalize** lists what to change, and **Don’t** lists what to leave out. Keep each one short. A follow-up that reads like a newsletter gets skimmed or ignored.

1. Same-evening thank-you email

When: the evening of the open house, to every visitor who ticked “OK to email”.

Personalize: the one thing they mentioned, and the detail they asked for.

Subject: 14 Maple Street: the property tax figure you asked about

Hi Jordan,

Thanks for coming by 14 Maple Street today. You asked about property taxes: last year's bill was **[\$amount]**. The full listing sheet and the floor plan are attached.

You spent a while in the backyard, so I've also attached the survey showing the lot lines.

Is there anything else you'd like to know about the house?

[Your name]

[Brokerage] · [phone] · [mailing address]

Reply "stop" and I won't email you again.

Don't: attach five other listings, or ask for a meeting in the first email. Answer what they asked first.

2. Same-evening thank-you text

When: the visitor ticked "OK to text or call" and left a phone number, but no email.

Personalize: the property, their question.

Hi Jordan, it's **[your name]** from the open house at 14 Maple today. Thanks for coming by. You asked about property taxes: last year's bill was **[\$amount]**. Want me to send the floor plan too? Reply STOP to opt out.

Don't: send a link-only text. Many people won't tap a link from a number they don't have saved.

3. Next-morning call script

When: the morning after, to visitors with no agent, a 0–3 month timeline and "OK to text or call" ticked. This is the one call that's worth making.

Personalize: the reason for the call, and two homes you could actually show.

"Hi Jordan, it's **[your name]**. We met at the open house at 14 Maple yesterday. Do you have two minutes?

I wanted to follow up on the backyard. You seemed to like it. Was it the yard, or the house overall?

[Listen. Note what matters to them.]

Two other homes near there have similar lots: **[address]** and **[address]**. Would you like to see them this week? I have **[day]** at **[time]** or **[day]** at **[time]**.

[If they're not ready:] No problem. Would it help if I sent you new listings like this as they come up, or would you rather I just check in after the weekend?"

Don't: start with "Just checking in". Give them a reason for the call in the first sentence. If they say they already have an agent, thank them and end the call.

4. Missed-call text

When: you called once and got voicemail. Send this instead of calling again the same day.

Hi Jordan, it's **[your name]** from the 14 Maple open house. I called about two homes with lots like 14 Maple's: **[street]** and **[street]**. I can show them **[day]** or **[day]**. Interested? Reply STOP to opt out.

Don't: add an email and a second call on top. One missed call and one text is enough for that day.

5. Visitor already working with an agent

When: once, the same evening, if they ticked "OK to email". No call or text.

Personalize: their agent's name.

Subject: Thanks for visiting 14 Maple Street

Hi Sam,

Thanks for coming by today. If you'd like the disclosures or the floor plan, I'm happy to send them to **Dana Wu**, so everything stays in one place for you.

[Your name] · [Brokerage]

Don't: offer your own services, send listings, or add them to a newsletter. In the US, Article 16 of the NAR Code of Ethics covers REALTORS® soliciting someone else's client. In Canada, check your provincial regulator's rules.

6. Day 2–3 email to a visitor who has a home to sell

When: two or three days after the open house, to visitors who checked "Home to sell first?" and ticked email.

Personalize: what they told you about their home.

Subject: Selling your condo first: a quick idea

Hi Priya,

You mentioned at 14 Maple that you'd need to sell your condo before buying. If it helps, I can tell you what similar units in your building have sold for recently. No pitch, just the numbers.

Would a 15-minute call this week work, or would you rather I email them?

[Your name] · [Brokerage] · [phone] · [mailing address]

Reply "stop" and I won't email you again.

Don't: call it a "free home valuation" if your brokerage requires an appraisal disclaimer. Check your brokerage's wording first.

7. Open house update for your seller

When: day 2, to your listing client. Sellers want to hear how it went before they ask you.

Personalize: real counts and real comments from your notes. Don't pass on visitors' names or contact details.

Subject: Saturday's open house at 14 Maple: how it went

Hi [seller name],

Here's a short summary of Saturday's open house:

- **Groups through:** [number], [number] of them with their own agent
- **What people liked:** the backyard, the kitchen light
- **What people asked about:** property taxes, the age of the roof
- **Follow-ups:** I've sent thank-you emails and I'm following up with [number] people who may want a second look

I'll update you after the second-look requests come in. Anything you'd like me to change before next weekend?

[Your name]

Don't: promise an offer, or guess at "serious buyers". Report what happened.

8. Day-7 check-in

When: day 7, to visitors who ticked email but haven't replied. Send it only if you have something new: a price change, a new listing that fits, or the date of the next open house.

Subject: 14 Maple Street: price update

Hi Alex,

Quick update since you visited: the asking price at 14 Maple is now [**\$new price**]. The next open house is [**day, time**].

If you'd like these updates for other homes in the neighbourhood, just reply and let me know.

Otherwise this is my last email about 14 Maple.

[Your name] · [Brokerage] · [phone] · [mailing address]

Reply "stop" and I won't email you again.

Don't: send a day-7 email with nothing new in it. If nothing changed, skip it. If they still don't reply, stop. Our follow-up email after no response examples (brainmox.com/blog/follow-up-email-after-no-response/) cover when a second follow-up is worth sending and when to close the loop.

Before you hit send: consent, timing and fair housing

- **Follow the tick boxes.** Email only visitors who ticked email, text only those who ticked texts. A visitor who declined both still came. Leave it there.
- **Canada (CASL).** Commercial emails and texts need consent. Each message should identify you and give a working way to unsubscribe, which is why every template ends with a “stop” line.
- **US email (CAN-SPAM).** Every marketing email needs your physical mailing address and a working opt-out. Honour opt-outs within 10 business days.
- **US calls and texts (TCPA).** Federal rules limit telephone solicitations to 8 a.m.–9 p.m. in the visitor’s time zone, and some states are stricter. If you use a texting platform rather than your own phone, ask your brokerage what consent it needs.
- **Fair housing.** Describe the home, not the people who live nearby. Skip phrases like “great area for young families” or “safe neighbourhood”. Talk about lot size, commute, schools by name if asked, and taxes.
- **Agent-represented visitors** get one thank-you, and everything after that goes through their agent (template 5).

This is a practical summary, not legal advice. Your brokerage’s compliance rules and your state or provincial regulator come first.