

FOR PHOENIX + TUCSON AGENTS

The Open House Playbook

Most Arizona listings never get a first-week open house. This is the complete system: fill it in five days, run it clean and safe, and convert the sign-in sheet inside 48 hours.

The 7-day runway

Five door scripts

48-hour follow-up

Every stat sourced



WHY WEEK ONE

The case for the first-weekend open house

Only 24% of U.S. homes got an open house in their first week on market, and in the Phoenix metro just 18% (Redfin, April 2019). Everyone says do open houses; almost nobody runs one while attention peaks. That gap is the whole opportunity.

Redfin, April 2019: national analysis of 2018 home sales

\$9,046

more at closing for U.S. homes with a week-one open house, correlation not causation

Redfin, April 2019

7 days

fewer on market for those same homes nationally

Redfin, April 2019

2.6x

the odds of selling above list when a home goes pending in week one, 44% vs 17%

Zillow, April 2026

WHAT MOST AGENTS GET WRONG

The honest Phoenix truth: In the same Redfin study, Phoenix-metro homes held open in week one sold at 98.6% of list versus 98.3% without, and took five more days, 19 versus 14 (Redfin, April 2019). Redfin also notes that harder-to-sell homes get held open more often, so none of these numbers are causal. In this market the open house is a lead engine, not a price lever. Run it for the future clients it puts on your phone, and treat any price bump as gravy.

- 1 Ride the spike.** A new listing's views halve by day two and fall to a quarter by day seven (Redfin, 2019, 1.2 million listings). The first weekend is the only weekend with a built-in crowd.
- 2 Stop expecting it to sell this house.** Just 4% of buyers found the home they purchased through a yard or open house sign (NAR 2024 Profile). The event recruits buyers for your pipeline and sellers from the surrounding streets. That is the real product.
- 3 Feed the algorithm while you are at it.** Zillow calls five daily saves the magic number: listings averaging 5 to 10 saves in week one went pending in about 6 days at 100% of list (Zillow Research, March 2025). A packed Saturday drives the saves and shares that keep a listing surfacing.

FILL IT

Five days of promotion, in order

A Friday night post does not fill a Saturday house. The runway starts five days out, every step is free, and the curve below is your deadline.



- DAY -5

Shoot the media

Book photos, video, aerial, and the floor plan as one visit early in the week. ListerPros gets photos back within 5 hours of the end of the shoot, so even a Thursday shoot feeds Friday promo.
- DAY -4

Enter the open house in the MLS

Zillow and Redfin build their open house filters and weekend alert emails from the MLS feed. Enter it by Wednesday and the distribution is free.
- DAY -3

Post the teaser

One 20 second vertical clip walking from the front door to the best feature, plus a carousel with the open house time on the final card.
- DAY -2

Invite the street and the agents

Door hangers or texts to the surrounding streets by geography only, a three-line email to active agents, posts in local community groups. AI drafting is mainstream now: 46% of Realtors use AI-generated content (NAR 2025 Technology Survey).
- DAY -1

Stage the run

Print the one-pager, charge the QR stand, drive the sign route, plan the pre-cool, and remind the seller: out by 7:30, valuables away.
- DAY 0

Run it

Summer window 8:00 to 11:00 a.m. Work the sign-in sheet, not the snack table. Every follow-up text goes out before 8:00 p.m. tonight.
- DAY +1

Follow up with value

Calls to solo shoppers, then the value email behind them: disclosures, floor plan, sold prices, a private walk-through offer.
- DAY +7

Decide the encore

The typical seller now holds two open houses, up from one before 2023 (Zillow Consumer Housing Trends, 2025). Book round two with new hours or a real change.

FILL IT

**The MLS entry is free advertising**

Portal open house search filters and weekend email alerts pull from MLS data. An event entered Friday night misses the alert cycles that fill Saturday. Wednesday is the deadline that matters.

Wins: portal placement without spend

**Tease it, do not announce it**

A flyer graphic is an announcement. A vertical clip walking to the pool is a reason to come. Real estate carousels average 4.1% engagement, the top format (Hootsuite, 2025).

Wins: reach on the feed

**The street list beats the ad audience**

Invite the surrounding streets by geography and turnover only, never by who you think should live there. Neighbors walk in curious and walk out on your farm list.

Wins: future listings

**Three lines to the agents**

Address, price, open hours, one photo. Send it Thursday morning; buyer's agents forward open houses to clients the same hour they land. Shortest email you will write all week.

Wins: showing lists

WHO WALKS IN

Three visitors, three plays

Three kinds of people walk through, and only one is likely to buy this house. All three can pay you, if you run a different play for each. And since August 17, 2024, what you say at the door has rules; the clean version is below.

NAR 2025 Profile of Home Buyers and Sellers

1 in 8

walk-ins may be shopping without an agent: 88% of buyers bought through one

NAR 2025 Profile

21%

of buyers were first-timers, the lowest since 1981, and the median first-timer is now 40

NAR 2025 Profile

80%

of sellers contacted only one agent; the agent a neighbor already met usually wins

NAR 2025 Profile



The represented buyer

Full tour, honest answers; their offer helps your seller either way. Note their agent's name from the rep check and send that agent feedback Monday.

The play: serve the sale



The solo shopper

The rep check finds them, the capture script serves them, the same-evening text keeps them. The highest-value stranger you will meet all month.

The play: capture with value



The neighbor

Not a lookie-loo, a future listing. The monthly sold-price email makes you the agent they already met when it is their turn to sell.

The play: start the farm

THE AUGUST 2024 RULE, PLAINLY

Straight from NAR's consumer guide: Visitors do not need to sign a written buyer agreement to tour an open house or to ask you, the host, about your services. As the listing agent hosting, you need no agreement with touring visitors. The requirement begins once you are working with a buyer, before touring homes together (NAR Consumer Guide to Open Houses and Written Agreements; rule effective August 17, 2024). When in doubt, your broker's policy outranks this page.

RUN IT

The day-of system

Summer doors open at 8:00 a.m., which means show-ready by 7:30. Run the list, then spend your energy where it pays: on the people in the house.

- ☐ House pre-cooled overnight, never fighting the sun at 9:00 a.m.
- ☐ Monsoon dust swept off the patio, cushions wiped
- ☐ QR sign-in stand set, paper sheet backup, pens that work
- ☐ Ice water at the door, a visible spot for empties
- ☐ Partner confirmed, or check-in texts scheduled with your office
- ☐ Every light on, blinds angled up, toilet lids down
- ☐ Directional sign at every decision turn your city code allows
- ☐ Price one-pager and floor plan printed, 20 copies
- ☐ Seller gone by 7:30; valuables, meds, and mail locked away
- ☐ One last buyer-path walk: smell, light, temperature

SHEET FIELD	WHY IT EARNS ITS LINE	SAY IT LIKE THIS
Name and cell	Every play in the 48-hour system starts with a working cell number	Best cell to text you the floor plan?
Email	Carries the heavy value: disclosure packet, utilities, the sold-price report	Where should I send the full packet?
Working with an agent?	Routes every follow-up and keeps you on the right side of the written-agreement line	Are you working with an agent, or shopping on your own?
Timeline	Separates now-buyers from the nurture list	Hoping to move in 3 months, 6, or just getting a feel?
Monthly solds opt-in	Turns neighbors into a farm list that emails itself	Want the sold prices for [neighborhood] each month?

HOST IN PAIRS

Plan for it like a pro: In NAR's 2024 Member Safety Residential Report, 17% of Realtors said they felt unsafe hosting an open house alone, 22% experienced a situation in the past year that made them fear for their safety, and only 53% say their brokerage has safety procedures at all. Set your own: host with a partner, share your schedule and check-in times, keep visitors ahead of you on the tour. A second person also works the sheet while you work the rooms, which is how the good conversations happen.

THE ARIZONA LAYER

Statutes, sun, and season

Two statutes, one MLS rule, and the sun. This is the layer national open house checklists never include.

Statutes verified at azleg.gov: A.R.S. 33-1808 and A.R.S. 33-1261



Your HOA cannot ban it

A.R.S. 33-1808 (planned communities) and A.R.S. 33-1261 (condos) bar an HOA from prohibiting or charging for a for-sale sign and rider at industry standard size, 18×24 with a 6×24 rider, and from limiting open house hours beyond barring starts before 8:00 a.m. or showings past 6:00 p.m. Boards still try. Confirm specifics with your broker, then proceed politely.

Wins: [HOA pushback](#)



Street signs are city code

The statutes govern HOA land, not public right-of-way. Phoenix, Scottsdale, and Gilbert each regulate directional signs differently, so check your city's sign code before staking a median. Confiscated signs are a Saturday you do not get back.

Wins: [sign strategy](#)

WHEN	WINDOW	THE MOVES
May to September	8:00 to 11:00 a.m.	The statute protects an 8:00 a.m. start from HOA limits. Pre-cool overnight, ice water at the door, patio swept of monsoon dust before doors.
October to April	Midday works	Prime season and snowbird traffic. Nationally, 26% of buyers paid all cash, an all-time high (NAR 2025 Profile), and winter visitors shop in person.
Any month	Watch the west sun	A west-facing backyard bakes after 3:00 p.m. Schedule so the best outdoor space shows at its best hour.

COMING SOON TIMING

On ARMLS, Coming Soon lasts up to 30 days, auto-flips to Active, and never renews (ARMLS rule 8.25, May 2026 update). Hold the open house once the listing is Active, and check current ARMLS policy before allowing any showing during Coming Soon. Tucson runs on MLSSAZ and its rules differ; check current MLSSAZ policy instead of assuming.

SAY THIS

Door scripts that hold up in 2026

A stranger will ask you a loaded question on Saturday: what would it cost to work with you, or do I have to sign something to look. The agents who win open houses have the answer ready before the question lands. Steal these five and make them sound like you.

THE DOOR GREETING AND REP CHECK

Welcome in. The sign-in is right here, the seller likes knowing who came through. I am [your name] with [brokerage], and I represent the seller. Are you already working with an agent, or shopping on your own?

THE UNREPRESENTED CAPTURE

You do not need to sign anything to walk through today. If it is useful, I can text you the floor plan and the disclosure packet while you look. What is the best cell?

THE NEIGHBOR AT THE DOOR

Glad you came by. It is listed at [price], and I know that is half of why neighbors visit. If you want, I will email you the actual sold prices on [street or subdivision] every month, no strings. Where should I send it?

THE COMPENSATION QUESTION

Fair question. Compensation is negotiable and set in writing, so before we ever toured homes together you would see everything spelled out on my broker's forms. Want me to walk you through how that works?

THE SAME-EVENING TEXT

Hi [first name], this is [your name] from the open house at [address]. Two answers I owed you: [question one] is [answer one], and [question two] is [answer two]. If you want a look without the crowd, I can open it up this week. Which evening works?

- 1 Never quote a rate.** Any compensation answer is negotiable, in writing, on your broker's forms. No number at the door, no number in the collateral.
- 2 Sell the house and the process, never the people.** Nothing about who lives nearby or who the home suits. Describe the light, the lot, and the kitchen, not the neighbors.
- 3 Know exactly where the line sits.** Hosting, answering questions, and marketing your services requires no agreement (NAR Consumer Guide to Open Houses and Written Agreements). Working with a buyer and touring together does, in writing first. Follow your broker's policy and current NAR guidance.

CONVERT IT

The 48-hour follow-up

A sign-in sheet is milk, not wine: it spoils fast, and same day is the craft standard. Text first. Among buyers who used an agent, 50% prefer texting or messaging apps and only 33% prefer a phone call (Zillow Consumer Housing Trends, 2025).

79%

of repeat buyers would consider using their previous agent again

Zillow Consumer Housing Trends, 2025

13%

actually did; the gap is follow-up, and your sheet is where it closes

Zillow Consumer Housing Trends, 2025

VISITOR	SAME EVENING	NEXT DAY	DAY 3 TO 7
Represented buyer	Short thanks text, nothing that works around their agent	Feedback request to their agent; gold for your seller update	Done. Their agent owns it from here.
Solo shopper	The same-evening text, both answers included	Call, then the value email: disclosures, floor plan, walk-through offer	One new piece of value every few days, then weekly
Neighbor	Thanks text, sold-price offer restated	First sold-price email, monthly from then on	Add to the farm list; personal invite to the encore

From: You · To: Saturday's solo shopper · Sunday, 9:40 AM

Your two questions from [address], answered

1. Hi [first name], good meeting you at [address] yesterday.
2. Two answers I owed you: the roof went on in [year], and utilities averaged [amount] a month over the past year. The disclosure packet and floor plan are attached.
3. If you would rather see it without the crowd, I can open the house this week. Tuesday or Thursday evening?
4. Either way the attachments are yours, and the [neighborhood] sold prices you asked about will hit your inbox at the start of each month.
5. [Your name] · [cell]

The next-morning value email. Lead with their questions, attach real documents, ask once.

THE ENCORE IS NORMAL NOW

The typical seller now holds two open houses, up from one before 2023 (Zillow Consumer Housing Trends, 2025). Make round two an event, not a rerun: new hours, a staging fix, or a price improvement. In Redfin's 2019 data, a price cut lifted one listing from 17 views a day to 29 for about a day, so time any cut for the Thursday before the encore and let the weekend catch the bump. Full relaunch mechanics live in The Listing Launch Playbook at listerpros.com/playbook.

PRINT IT, PIN IT, RUN IT

The open house checklist

- ☐ Media booked early in the week; assets in hand before Thursday
- ☐ Teaser clip and carousel posted by Thursday
- ☐ Summer window set, 8:00 to 11:00 a.m., pre-cool planned
- ☐ QR sign-in live with paper backup and the rep-status question
- ☐ Every follow-up text sent before 8:00 p.m. Saturday
- ☐ Open house entered in the MLS by Wednesday
- ☐ Street invites out by geography; agent email sent Thursday morning
- ☐ Signs staked per city code, one at every decision turn
- ☐ Partner or check-in protocol confirmed
- ☐ Value emails out Sunday; encore decision by Day 7



ListerPros

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

Every stat in this guide is sourced: the research named where it appears, 2019 to 2026. Sources on request. © 2026 ListerPros · Mesa, AZ

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