

Working Together at Open Houses:

Etiquette Tips for Real Estate Teams

Open house etiquette between team agents on a real estate team is critical to maintaining professionalism, trust, and smooth collaboration.



3. Professional Conduct During the Open House

- **Be on Time & Prepared:** Arrive early, know the property well, and have all marketing materials ready.
- **Respect the Property:** Leave it as clean (or cleaner) than you found it. Lock up securely afterward.
- **Represent the Team Well:** Dress professionally, speak knowledgeably, and maintain a positive attitude that reflects well on the team.

4. Lead Handling & Follow-Up

- **Honor Lead Agreements:** If the team has a policy for how leads from open houses are shared or assigned, follow it precisely.
- **Transparency:** Be open about any leads collected and how you plan to follow up. Use the team's CRM to log interactions if applicable.

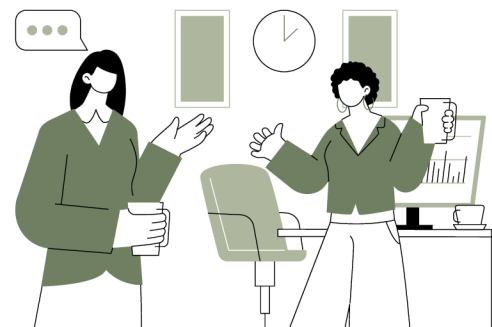


1. Communication & Scheduling

- **Coordinate in Advance:** Make sure all team members are aware of who is hosting which open house and when. Use a shared calendar or CRM system.
- **Respect Listings:** Only host open houses for listings you've been assigned or have explicit permission to host from the listing agent.
- **Discuss Expectations:** Clarify roles, whether the open house is for lead generation, marketing support, or helping with a busy schedule.

2. Respect the Listing Agent's Relationship

- **Do Not Poach Clients:** Never attempt to steal the listing agent's seller or buyers. If a buyer is specifically working with the listing agent, refer them back to the listing agent.
- **Keep the Listing Agent Informed:** Provide feedback after the open house (visitor count, interest level, any potential issues, basically what the visitors liked or didn't like about the house) promptly and professionally.



5. Support & Collaboration

- **Offer Help When Needed:** If a teammate needs coverage, be willing to assist—this builds trust and reciprocity.
- **Celebrate Success Together:** Share wins from open houses (e.g., good turnout, interested buyers) to encourage a collaborative environment.

6. Confidentiality

- **Keep Team Business Private:** Don't discuss internal team dynamics, commission splits, or disagreements in front of clients or other agents.