

Open House Sign-In

Please sign in so we can answer your questions and follow up.

PROPERTY		DATE		HOSTED BY	
#	NAME	EMAIL	PHONE	HAVE AN AGENT?	BUYING TIMELINE
1				yes / no	
2				yes / no	
3				yes / no	
4				yes / no	
5				yes / no	
6				yes / no	
7				yes / no	
8				yes / no	
9				yes / no	
10				yes / no	
11				yes / no	
12				yes / no	
13				yes / no	
14				yes / no	

Contact details are used by the listing agent to follow up about this property. A phone number here is not permission to send text messages.

Free sheet from showingbell.com/tools/open-house-sign-in-sheet. Fair-housing safe by design: see the next page.

Why this sheet asks five things and nothing else

Name, email, phone, whether they already have an agent, and roughly when they want to buy. That is everything a listing agent needs from an open house, and every one of those is about the transaction rather than the person. The agent question is the one that earns its place: a visitor with no agent of their own is the most valuable person who will walk through the door all weekend.

What not to put on a sign-in sheet

The Fair Housing Act prohibits discrimination in the sale of housing, in NAR's words, "because of race, color, religion, sex (including gender identity and sexual orientation), familial status, national origin, and disability." Your state or city may add more. A sheet asking the wrong question creates a written record, in your handwriting, of you collecting information you have no business collecting. If a complaint is ever filed, that sheet is an exhibit. Leave these off, even though you will see them on templates sold today:

- **How many people will be living here.** Familial status. The most common offender by a distance.
- **Do you have children, and how old.** Familial status, directly.
- **Marital status, or "Mr. and Mrs."** Ask for a name. People can write whatever name they want.
- **Anything about a church, mosque, temple, or synagogue nearby.** Religion, disguised as a friendly question about the neighborhood.
- **Where are you from, or where were you born.** National origin. "What brings you to the area" is a conversation, not a form field.
- **Any accessibility or medical need.** Disability. If a buyer volunteers it, help them. Do not record it.
- **A checkbox for the schools they want.** Schools are a well-known proxy, and steering claims have been built on less.

The test. If a fair housing investigator read this sheet out loud, would any column sound like you were sorting people? If yes, cut the column.

A word on the phone number

Someone writing a phone number on a clipboard has not agreed to receive texts from you. Consent to text is a separate thing, and it needs to be asked for separately and recorded. Calling them is fine. Emailing them is fine. Adding them to a text drip because they wrote ten digits on a sheet is how people end up on the wrong side of the TCPA.

This is a practical summary written by working listing agents, not legal advice. Fair housing law is federal, state, and sometimes municipal, and it changes. Run your own sheet past your broker or your association's counsel. Source for the protected classes: NAR, Fair Housing Act. Free from showingbell.com/tools/open-house-sign-in-sheet.