Showing Properties

The “Showing Properties” stage is where the agent brings the buyer’s vision to life by touring potential homes in a professional, organized, and client-focused manner. This involves confirming appointments, preparing tailored itineraries, reviewing property details, and ensuring a seamless experience at each showing. Agents guide buyers through homes, highlighting features and addressing concerns while maintaining safety, respect for the property, and clear communication. Post-showing, feedback is gathered and next steps are outlined, reinforcing the agent’s role as a trusted advisor in the home search process.

- Showing Checklist
- Showing Procedure

Showing Checklist

Day of Showing

- ☐ Bring a pad and paper to give your client to make notes
- ☐ Pick up client and drive if possible
- ☐ Don’t be late!
- ☐ Prepare client on possible security audio and video
- ☐ Open Lockbox
- ☐ Off shoes
- ☐ Walk ahead of client turning on lights and inspecting home
- ☐ Highlight key features of home
- ☐ Answer questions - Make notes if unknown
- ☐ Follow the instructions sent ie. Turn off lights, lock doors, leave card

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Etiquette and Conduct

- ☐ Respect privacy, avoid touching personal belongings
- ☐ Supervise children
- ☐ Avoid personal discussions
- ☐ Always leave a card
- ☐ Turn off lights unless told not to
- ☐ Never let anyone else see the code for the property
- ☐ Always call if late and never enter unless authorized

Post-Showing

- [ ] Make notes in your CRM
- [ ] Create a Task to follow up with client

PDF

https://drive.google.com/file/d/1-Rs8dcd2YUEGkmkgvjLTbegf2dkVTCPt/view?usp=sharing

Showing Procedure

Step-by-Step Procedure:

1. **Pre-Showing Preparation**

• Confirm the showing appointments with listing agents or via scheduling systems (e.g., BrokerBay, ShowingTime).

• Review MLS details for each property, noting key features, disclosures, and access instructions.

• Create a customized itinerary and send it to the buyer ahead of time, including addresses, times, and notes.

2. **Client Communication**

• Confirm attendance and timing with the client the day before.

• Provide expectations: wear comfortable shoes, allow time between showings, and bring any questions.

3. **Arrival and Presentation**

• Arrive 5–10 minutes early to ensure access (e.g., keybox works, lights are on).

• Greet the buyer warmly and introduce the property with key highlights from the MLS.

• Guide them through the home, allowing time for exploration while pointing out features and potential concerns.

4. **Professionalism & Safety**

• Always follow safety protocols—know your exit routes and avoid being alone in properties.

• Respect the seller’s home: avoid touching personal items, ensure doors are locked when leaving, and lights are returned to their original state.

• Be mindful of pets and alarms as per listing instructions.

5. **Post-Showing Debrief**

• Ask the client for feedback: what they liked/disliked, and how it compares to other homes.

• Make notes for future showings and adjust search criteria if needed.

• Follow up with listing agents if there are any specific questions or if the buyer expresses interest.

6. **Documentation**

• Log the showing in your CRM or showing log.

• Send a recap email or message summarizing the day’s tour and outlining next steps.