

# 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
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## 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.