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.

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