

# 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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