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The Greatest Homes On Earth!

7 Ways To Make Every Showing Count

The pointers we've listed here are what we refer to as finishing touches. Assuming that everything has been painted, repaired, moved, corrected, oiled, and dusted, your showing needs to be memorable to the buyers and, maybe even more importantly, to the showing agent. After all, if these folks don't buy it, we want their agent to show your home again.

You want anyone who looks at your home to remember it fondly.

These suggestions are designed to do exactly that.

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1. Place a basket or dish near the front door or in some other conspicuous location where the agent can leave his/her business card.
 2. Place flyers beside the basket or dish mentioned in 1, above.
 3. Save all business cards left by showing agents. Your listing agent will then be able to follow up on all showings.
 4. If you're home when a salesperson comes by with a buyer, always ask for a business card before allowing them into your home. After you've made proper identification, make yourself inconspicuous. If it's not practical for you to leave, go outside or to the garage so the agent and the prospect can speak freely about your home. If the buyer has a concern, the agent must know what it is before it can be overcome. Keep in mind that buyers will not say what's on their minds if you're within ear-shot.
 5. During the day, leave some lights on. During showings, turn on all lights and, of course, lamps.
 6. Have soft music playing during showings.
 7. Nothing is more memorable than the smell of freshly baked cookies. Then leave them out, with a note, inviting your prospects and their agent to enjoy them.

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