

# *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 and these suggestions are designed to do exactly that.

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- We ask agents to leave a business card in your home when they show your house. If you'll place a basket or dish next to the hand-out we've prepared, the agent will know to leave his/her card there.
  - Once we have the business card we can contact the showing agent to get accurate feedback of the buyer's impression.
  - If you're home when the salesperson comes by with their 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 the property, go outside or to the garage so the agent and the prospect can speak freely about your home. That way, if the buyer expresses a concern, the agent can respond to the buyer or let us know so we can address it when we follow up. Keep in mind that buyers will not say what's on their minds if you're within ear-shot.
  - A cloudy day can give a buyer the impression that the home is "dark" so be sure to open the blinds and window coverings. Also, turn on all lights and, of course, lamps even during the day. Every little bit helps.
  - The best showings appeal to all the senses. That's why we think it's a good idea to have soft music playing when buyers visit. Another very effective way to make a lasting impression is to have the smell of freshly baked cookies wafting throughout the house. Then leave them out, with a note, inviting your prospects and their agent to enjoy them.

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