



WBS 102: Showing Tips

- Look for new listings daily and find new shiny pennies.
- Find out why the seller is moving.
 - An average house can become a shiny penny if there is an urgent need to move.
- Work the house, not the buyer
 - Make your shiny penny list for all price ranges and use it to sell
- Set Tentative Appointments
 - Always know that the house you are going to show is still available. If not, get it off your list!
- Ensure the seller knows their role
 - Clean the house and leave before the showing
- Showcase the area on the ride there
 - Always take the most flattering route to the showing
- Lower expectations
 - Downplay a property instead of hyping it up
- Park across the street
 - Allow their first impression to have as much curb appeal as possible. It is harder to appreciate the entire property from the driveway or in the front yard
- Only carry a pen and paper in the listing
 - Allow them to focus on the property, not the taxes or some other similar question
 - Write down their questions and wait to answer them back in the office.
- Use one car
 - Use the ride to build more rapport
 - If they insist on using two cars because of time. Reschedule for when they have more time
- Do not share the price until after the showing
 - Take the emphasis off of money and on whether the buyers like the home or not.
 - If they know the price they will be judging if it is worth the money instead of if they like it or not.
- Encourage them to write down what they like
- Show the best feature last
 - This leaves a final impression and increases interest in the property.
- Look for buying signals
 - Stay out of the buyers way and observe for buying signals
- Acknowledge and use buying signals
 - Create Urgency
 - If they want to know if something is included, write it down instead of giving them a quick answer to build urgency
- Offer to call the listing agent to find out if there are any other offers on the property.
- Appeal to their emotions instead of their logic
 - Use logic with sellers, emotions with buyers
- Focus on payments over price
 - Assume a full price offer
 - Instead of talking price of the house, discuss what the monthly payment would be at full price.
- Show the buyers favorite home a second time
 - Show all houses on the list even if the buyer is sure they want one
 - When finished showing all the homes, return to the one they like.
- Let Houses sell themselves
 - Open the doors and let the right house sell itself