

Showing Preparation Checklist

Complete before every showing session

BEFORE THE SHOWINGS

Confirm pre-approval is current before scheduling any showings

Do not show homes to buyers without a current pre-approval letter.

CRITICAL

Select 3-5 properties maximum per session — no more

Decision fatigue sets in after 5. Start with the best matches.

HIGH

Preview each property in person or via virtual tour if possible

10-minute preview saves 30 minutes of buyer time and filters obvious rejects.

STANDARD

Pull quick comps on each property to know if pricing is fair

Know the market value before you walk in. Be ready to advise on the spot.

HIGH

Check flood zone, HOA, and school district for each property

Know these before the buyer asks. Surprises during showings kill momentum.

HIGH

Confirm showing appointments — do not assume access

Confirm 24 hours prior and again morning of via ShowingTime or listing agent.

CRITICAL

DURING THE SHOWINGS

Let buyers lead the walk-through — observe body language, do not pitch

What do they linger on? What do they skip? Listen more than you talk.

CRITICAL

Ask after each room: "How does this feel?" not "Is this not great?"

Open-ended questions surface real reactions. Avoid leading questions.

HIGH

Point out material facts — flood zone, busy road, roof/HVAC age

Proactive transparency builds trust and protects you legally.

CRITICAL

Note features buyer reacts positively to for future reference

These details help when they are deciding between homes.

HIGH

AFTER THE SHOWINGS



Debrief immediately — ask for a 1-10 rating on each home

"On a scale of 1-10, where does this land?" then "What would make it a 10?"

CRITICAL



Send showing recap via text or email same evening

List each address, their rating, and key notes. Keeps the process organized.

HIGH



Update GHL CRM with showing notes and buyer feedback

Document everything. Future you will thank present you.

HIGH



If they loved a home — run comps and start offer conversation same day

Do not wait. In Montgomery County active market, 24 hours can be too late.

CRITICAL

Notes