

TIPS FOR SHOWING THE HOUSE

Will you be ready when your sales representative calls for an appointment to show your house? Sometimes the hardest part of selling your house is knowing what to do. Here are some simple guidelines...

TWO'S A COUPLE AND THREE'S A CROWD

You don't want to have too many people present during a showing. The reason for this is that the potential buyers might feel as though they were intruding and this might cause them to hurry through. If possible it is ideal if even you are not there...leaves the representative to answer the questions and keep you out of embarrassing situations.

MUSIC SOOTHES THE SAVAGE BEAST

Be very careful in your selection of music. Turn on the radio to easy listening so that the clients will feel relaxed and at home.

PUT FIDO IN THE BACKYARD

Although a dog is man's best friend, this does not hold true in this instance. Keep all animals out of the way and not underfoot. If you can, arrange for the cat or dog to be outside or with a friend.

IN THIS CASE, SILENCE IS GOLDEN

If you find yourself at home, be courteous and friendly. Do not try to force conversation with a potential buyer. The buyer is there to inspect your home and not make a social call.

"BE IT EVER SO HUMBLE"...

There is no place like your home. Never apologize for the appearance of your home. Should any derogatory comments or objections be made let the sales representative respond to them – this is his job and he has been trained for this situation.

STAY IN THE BACKGROUND WHILE THE BUYER IS IN YOUR HOME

Go about your tasks as quietly as possible. Do not follow the sales representative and buyer around. This will only result in an uncomfortable situation for all and above all else you want the buyer to feel as though he is at home. The sales representative knows the buyer's needs and desires. If there are any questions that he is unable to answer then he will call you.

DON'T PUT THE CART BEFORE THE HORSE

Don't try to sell the potential purchasers any of the furniture or furnishings that you do not plan on taking with you. This can quite often lose the sale...so "cool it".

A WORD TO THE WISE

The selling price, terms, possession and other factors should be discussed – but not by you. Let the sales representative and the potential buyer have this discussion. He is trained to handle these situations and has the experience, so let him bring the negotiations to a satisfactory conclusion. You will have your say...but at the right time. To be pre-emptive at this point may work against you.

GO AHEAD AND USE OUR SALES PEOPLE

Our recommendation is that we show your home to prospective buyers only by appointment through our office. All attempts to respect your privacy and to work within reasonable limits will be given. Your cooperation will be sincerely appreciated and will help us to "close" the sale more quickly.