

# IT'S SHOWTIME!

Showings. Open Houses. Feedback.

Let's Talk About What to Expect.



Our Goal:  
Get Your  
Home Sold  
for the Best  
Possible Price!



## 1 A SHOWING REQUEST COMES IN

You will always be notified when someone requests to see your home—even if you are not currently living in the property.



### LET'S ESTABLISH THE RULES UPFRONT

We'll decide together:

- ✓ Do you want to personally approve every showing?
- ✓ May I approve requests if I cannot reach you?
- ✓ How should we handle short-notice requests?



MY GOAL: HELP YOU AVOID MISSING A SHOWING OPPORTUNITY YOU WOULD HAVE WANTED.



## 2 SET THE STAGE

Before buyers arrive, a few simple details can help create a welcoming atmosphere.



### LIGHT IT UP

Turn on the lights and brighten the home before leaving whenever possible.



### SET THE MOOD

Soft instrumental music can create a comfortable atmosphere without becoming distracting.



### KEEP IT FRESH

A clean, neutral scent is best. Avoid strong fragrances that may be distracting or uncomfortable for some buyers.



### LIGHT. BRIGHT. FRESH. WELCOMING.

The goal is simple: create an environment where buyers feel comfortable taking their time and experiencing your home.



## OPEN HOUSES: ONE TOOL IN THE TOOLBOX



### MORE ISN'T ALWAYS BETTER

I don't automatically schedule an open house every weekend. The timing and frequency should be based on your home, market conditions, buyer activity, competition, and our overall strategy.



### WHY MIGHT WE WAIT?

Scheduling an open house immediately can sometimes make it harder to evaluate organic buyer interest because buyers who may have scheduled private appointments may simply wait for the open house instead.



### WHEN MIGHT WE MOVE QUICKLY?

In some situations, an early open house may make strategic sense based on anticipated activity and our goals for the launch.



### THE BOTTOM LINE: No Cookie-Cutter Approach. No Open Houses Just for the Sake of Having Open Houses.

We'll use them thoughtfully and strategically when they make sense for your property.

## 3 AFTER THE SHOWING: WHAT DID THEY THINK?



### AUTOMATED FEEDBACK REQUESTS

After each showing, the buyer's agent automatically receives a request for feedback.



### WHEN I RECEIVE IT, YOU RECEIVE IT

By default, I'll share the verbatim feedback with you so you can see exactly what agents and buyers are saying.



### A LITTLE WARNING...

Feedback can sometimes be blunt! You know yourself best. If receiving direct comments becomes more stressful than helpful, just let me know and we can adjust how feedback is shared.



### NO RESPONSE IS INFORMATION, TOO

Not every agent provides feedback, even with follow-up. While I will make reasonable efforts to obtain it, a lack of response can sometimes indicate limited buyer interest.



### IT ALL FEEDS INTO YOUR WEEKLY UPDATE

Showing activity and available feedback will also be incorporated into your regular seller communication so we can evaluate what we are learning from the market.



### IMPORTANT REMINDER:

Make sure gate access arrangements are in place so buyers and agents can easily enter your community.



Thank you for trusting me to market your home!



Show. Listen. Learn. Adjust. ♥

Every showing gives us another opportunity to learn how the market is responding to your home.

My job is to help manage the process, keep you informed, and use the information we gather to guide our strategy moving forward.

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