WEEKLY PHONE DISCUSSION | 1 OF 3

Weekly Seller Call

Complete pages 1-2 before the call. Use page 3 when touring a competing home. Save a new copy each week.

Property address

Seller name(s)

Agent

Reporting week / dates

Call date and time

Open the call: “How are you feeling about the process? Has anything changed with your timing or plans? Let’s review this week’s response and agree on next week’s work.”

This week’s activity

Measure	This week	Previous week
Relevant inquiries		
Showing requests		
Completed showings		
Requests not accommodated		
Repeat visits / second showings		
Written offers		

Marketing and follow-up completed / evidence or links

Buyer feedback / recurring themes / feedback still outstanding

Seller concerns or changes in goals, timing, access or condition

Compare equal periods. Keep platform views separate from unique buyers. Communicate offers and urgent developments promptly; do not hold them for this call.

WEEKLY PHONE DISCUSSION | 2 OF 3

Competition and Next Week

Review new competition, decide whether to visit and leave the call with specific actions.

Property address

Reporting week

Price range from / to

MLS search date

Search every week: Review all new listings in the same price range within a **3-mile radius** of the seller's property. Attach the full results if needed; note key candidates below. Compare property type, size, condition and location as well as price.

New listing address / MLS #	List date	Asking price	Miles	Why comparable / worth visiting

☐ No new matching listings identified this week; repeat the search next week.

Invite the seller: "A new listing at [address] is in our price range and within three miles. I'd like to meet you there to see how it compares with your home. I'll arrange access. Would [day/time] work?"

Property to visit / proposed date and time

☐ Arrange access with the listing agent and explain that this is a comparison visit with your seller.

Plan for the following week

Action / intended result	Responsible person	Due date

Next weekly call

Next monthly face-to-face meeting

Confirm the seller's decisions. Send a written recap and save the call notes, agreed actions and required approvals in Dotloop / your transaction record.

OPTIONAL COMPARISON VISIT | 3 OF 3

See the Competition Together

Use one copy per property visited. Separate observed facts from opinions and items that need verification.

Our listing address

Competing property address / MLS #

Visit date

Our asking price

Competing asking price

Distance from our listing

Ask: “Where does our home compare favorably? What might make a buyer choose this home? Which differences can we address?”

Feature to compare	Our listing	Competing property
First impression / exterior		
Condition / updates		
Layout / usable space		
Rooms / verified size		
Lot / location / features		
Access / presentation		

What did the seller notice? Main advantages or disadvantages for our listing

Facts to verify / recommended response / seller decision

Next action / responsible person

Review date

A competing asking price is not a completed sale price. Use the visit with an updated CMA before recommending a pricing change. Record any required approvals separately.