A DESK GUIDE FOR THE NEXT CALL

Four seller conversations

Use these as starting points. Replace the sample numbers with the actual showing log for the reporting period.

“Why have only three agents replied?”

“Six visits took place. Three agents have replied, and I followed up with the other three. Here’s what I can share today. I’ll update you if a new comment changes what we should do.”

Keep the reporting period and the response count together.

“They said our dining room is too small?”

“The comment was about walking behind the chairs. Could we look at that clearance together? If you’re comfortable removing one leaf, I can ask about it after the next few visits.”

Use the buyer’s words. Ask before changing the room.

“Why aren’t we getting more showings?”

“We had two requests for a Saturday morning we couldn’t offer. Would ten to noon work next Saturday? If you approve it, I’ll get back to both agents today.”

Check access and listing accuracy before drawing a pricing conclusion.

“Their house is $4,000 less. Should we lower ours?”

“That’s their asking price. Let’s compare what a buyer gets in each home, then look at the latest verified sales. I’ll bring a dated CMA so we can weigh the choices together.”

Record the seller’s decision and any approval still needed.