WORKING WITH SELLERS / WEEK 9 / SLIDES 1–2

Showings, Feedback, and Seller Communication

Class workbook for an active or sample listing

YOUR CASE FOR TODAY

“We had six showings this week. What did the buyers think?”



What would you want in front of you before you answer the seller?

Agent name

Class date

Property or practice listing

My first question for this seller

SESSION 01 / SLIDES 3–6

A showing window that works

Practice with the household’s ordinary day. Use the separate Showing and Communication Plan when you meet a seller.

Practice scenario

The seller works away from home and needs someone to take the dog out. A buyer wants to visit at 5 p.m. The seller has approved 6 p.m. today or 10 a.m. tomorrow.

What would you ask about the household’s schedule before listing?

Write the reply offering the two approved times.

If the buyer chooses 6 p.m., what will you confirm and record?

What must be checked at the entrance and again when leaving?

SESSION 02 / SLIDES 7–9

What did the buyer actually say?

Use the buyer’s words, then decide what you can check with the seller.

> **After a showing**
>
> The buyer’s agent says, “It was hard to walk behind the dining chairs.” One person’s observation gives you a specific feature to look at.

A follow-up question for the buyer’s agent

How I would relay the comment to the seller

One low-cost change to discuss and how we would evaluate it

Three agents have not replied. What can I honestly report?

SESSION 03 / SLIDE 10

Reading a week of activity

Fictional listing. Compare two consecutive seven-day periods. A return visit is already included in completed visits.

Activity	Previous week	This week
Showing requests	5	8
Completed visits	4	6
Requests left unaccommodated	1	2
Return visits included above	0	1
Written offers	0	0

Three agents replied. Two replies mentioned dining-room clearance. Both buyers who could not visit needed a weekend morning.

In one sentence, explain the change in activity.

Which fact supports offering Saturday morning?

What would you need to know before recommending a price change?

SESSION 04 / SLIDES 11–12

The Friday seller call

Use pages 1–2 of the Weekly Seller Call and Activity Form. Write the words you would actually say.

Open with a question about the seller’s week or move.

Explain the activity and feedback. Include how many agents replied.

Ask for a decision about the table or a Saturday showing window.

Record your promise to the seller and its deadline.

Next weekly call

Next monthly meeting

SESSION 05 / SLIDES 13–15

Seeing the competition together

Run the weekly Bright MLS search in the agreed price range within three miles of the subject property. Record the full results, including weeks with no new matches.

> **Fictional example**
>
> Our asking price is $439,000. A home 1.8 miles away just listed at $435,000. The $4,000 difference is between two asking prices.

What else would make this a useful comparison for our seller?

Invite the seller. What will you say about arranging access?

What will you tell the other listing agent about the visit’s purpose?

After the tour, write one observation and one fact to verify.

SESSION 06 / SLIDES 16–18

The monthly market review

Bring a dated CMA, the weekly reports, showing feedback, marketing evidence and a proposed plan for the next 30 days.

Evidence	What it helps the seller understand
Active homes	What a buyer can choose at today’s asking prices.
Pending homes	Which homes attracted accepted offers. Identify any unverified price as unknown.
Closed sales	Verified sale prices and dates. Explain relevant differences in condition, size and location.

Visits slowed. Which issue would you investigate first, and why?

What market evidence would support your recommendation?

What question will reveal whether the seller’s timing or priorities changed?

SESSION 07 / SLIDES 19–21

The next 30 days

Choose one listing. Write the decision, owner and date so the seller can tell when the work is done.

The seller’s decision or the question still open

Seller’s next action

Due date

Agent’s next action

Due date

Write a three-sentence follow-up the seller can keep.

Next call

Review date

File the notes, updated CMA and required approvals in Dotloop. Contact the seller promptly about offers and urgent developments.