

BUYER SHOWINGS

- Bring LGRG folder
- Always be early
- Dress to Impress



Neighborhood - Overview

- Number of houses
- Schools
- HOA



Let the Buyer Lead the Way

- **DON'T** state the obvious - "this is the kitchen."
- **POINT OUT** features: high ceilings, quartz counter tops, stainless steel appliances, pantry
- **DON'T** talk about remodeling options as buyers may love it the way it is!
- **POINT OUT** dual-paned windows or Newer HVAC (only if you know)
- **REMINDE** them of their motivation: i.e., this could be the exercise room you wanted.



Have Comparable Data

- Know what has recently sold
- Know what is currently active



Make sure to schedule the next appointment.