

HOW-TO GUIDE:

5 STEPS TO MORE SHOWINGS & MORE FEEDBACK



ShowingTime+



Real estate professionals are always looking for ways to get more showings and more feedback on their listings. Agents and sellers have a mutual goal: to sell the home at the best possible price in a reasonable amount of time.

During the selling process, the home is typically shown to several potential buyers. More showings means more exposure, more feedback and a smoother path to an accelerated sales process. But before a showing can happen, there's a showing request.

Scheduling and confirming showing requests and following up after each showing for feedback can be tedious and time consuming, making the home selling process slow and inefficient.

In this guide you will discover five steps to efficiently gain more showings and more feedback, while freeing up your time and improving your productivity.



Make it extremely easy to schedule showings on your listings

Traditionally, buyer's agents request a showing by contacting the listing agent directly or calling the phone number on the listing. It can take several hours and multiple phone calls to get a showing scheduled and confirmed. Make it easier for buyer's agents to request a showing by giving them the option to book an appointment online.

It's Wednesday. You're an agent browsing listings in the MLS, setting up 10 showings for your buyers, who are only in town Saturday. Some listings have a **'Schedule a Showing'** button next to them; others don't.

You - pressed for time - are likely to show the listings that are easiest to schedule.

In some cases, buyer's agents have been known to skip listings that don't offer an online scheduling option. Including the 'Schedule a Showing' link is an easy way to be sure you've given buyer's agents the best opportunity to show your listing.

If your MLS offers this option, add the 'Schedule a Showing' button to your listings. You'll be giving other agents more options; statistics show you'll get more showings.



Schedule a Showing

Easily Generate Actionable Reports

Another benefit of adding the 'Schedule a Showing' button to your listings is that all of your showings, listing activity and feedback are in one place. This makes it easier to gain insight into the performance of your listings and to help your clients make informed decisions.

With ShowingTime+ showing management, you get access to several in-depth reports including:

- **Agent Activity Report** - Get an overview of your business for the current year, including total new listings, price changes, status changes, total showing appointments and listings nearing expiration.
- **Listing Activity Report** - review all activity details for the life of each listing, including feedback from showings, manual activity added to document open houses or other important information and more.
- **Activity on Comparables Report** - View a list of agents who have shown comparable listings to help you find potential buyers.
- **Target Market Analysis Report** - Identify which price ranges are getting the most showings to set the listing price with your sellers or make price adjustments.

What do your sellers prefer?

Consider these five reasons your sellers want you to use a professional service:

- **More Marketing**
You spend less time coordinating showings, and more time marketing their listing
- **No Missed Showings**
Showing requests answered 24/7/365
- **Smart Communication**
Automatically send price adjustment emails to previous showing agents
- **Convenience**
Sellers can confirm showings via mobile app, text or phone call
- **Simple Process**
Agents schedule online or call 800-SHOWING to schedule a showing on your listing



Consider using an appointment service so no requests are missed

Some offices and agents prefer to handle showing management tasks manually versus using front desk software or a service that specializes in coordinating showings. If you have several listings, things can get hectic fast. And, even the best receptionist can only handle one call at a time.

Scheduling efficiency plays an important role in achieving the goal of selling the home at the best possible price in a reasonable amount of

time. With that in mind, you can maximize your time by automating or outsourcing the showing request process, while you focus on revenue-generating tasks such as marketing your listings.

Using software or a professional appointment service are cost-effective solutions that help you manage the scheduling process. Think of the time you spend chasing agents for showing feedback ... a professional service or front desk software can automate that process for you.



Contact each agent who showed your listing if you reduce the price

When it's time to make a price adjustment, it's smart to have a list of all the agents who showed your listing. That way, you can immediately contact them in case their buyer is still looking and interested in your listing. These agents are likely to be receptive since their clients have already expressed interest in the property.

With ShowingTime+, all showings on your listings are automatically logged, including the showing agent's contact information. When you adjust the price in the MLS by one percent or more, it automatically triggers a price reduction email to past showing agents.



Ask for immediate feedback after the showing for a greater response rate

When you've done the hard work of marketing your listing and have succeeded in getting multiple showings, it makes sense to quickly gauge the reaction of showing agents and their buyers as soon as the showing is complete.

Whether you contact them by phone, text or email, don't forget to share a picture of the listing (see tip #5). You'll get more responses the sooner you complete this task.

Tools like those provided by ShowingTime+ automate the work for you by sending the

feedback request automatically on your behalf - with your photo and a photo of the listing - so the listing is 'top of mind' and the agent can quickly respond.

Every agent knows that showing feedback provides a convenient way to coach sellers, whether the feedback says 'price too high' or 'kitchen is dated.' If a majority of the feedback says 'price too high,' it's the market speaking, not the listing agent.

Sometimes getting your listing into the next lowest price range makes all the difference in receiving offers.



Tips to Increase Feedback Response

- Request feedback immediately
- Only ask the questions you'll use
- Customize questions for each listing
- Keep the feedback form short
- Prioritize the most important questions
- Include a photo of the listing

Top 3 Questions to Ask When Requesting Feedback

When requesting feedback, your objective is to find out what the buyer thought of the house so you can talk with your sellers about improvements that may be needed or if a price reduction is necessary.

Meaningful feedback greatly simplifies your conversations with your clients.

Below are three questions every agent should ask to gain valuable feedback for their clients.

1. What did you like most (and least) about the house?
2. What is your opinion on the price of the home?
3. How would you compare this home to others you have viewed?



Include a photo of your listing when requesting feedback

Including a photo of your listing in the feedback request helps showing agents remember the listing, and what their buyers thought of it.

Consider this: when an agent puts together 10 showings for their buyers, the odds are slim they'll remember exactly which listing is which. They can take notes and may, in fact, have printed details on each listing, but without a photo to trigger their memories, you may not get feedback. However you solicit feedback - whether you call the agent, send them an email or use an automated* feedback tool - make sure to send a photo. It will make a world of difference.

* Automated feedback tools can simplify the feedback process by sending the request - including a photo - on your behalf shortly after the showing has ended. The request presents a simple Q&A (with standard default questions or customizable questions) that makes it easy for the agent to respond. These tools are available from ShowingTime+ with ShowingTime for the MLS, Appointment Center by ShowingTime+ and Front Desk by ShowingTime+.



