** Showing Homes – Keeping Buyers Focused!**

When showing buyers homes, one of the hardest things to do is to keep them focused so that at the end of the day they are ready and happy to buy a home they are comfortable buying. Do not overload them!! Show no more than 6 homes in a day.

When you come to the first home you will hand them an information sheet **only on that home**. If there are 2 people, hand it to the person who is the note taker, the one that devours information and treasures it.

After the showing you will ask them a series of questions and **take notes**…

Agent: So what did you think of this home? (Listen) What did you like best about this home? (Listen) Was there anything about this home you didn’t like? Now for the fun part…we get to name it! What name would you like to give this home? It needs to be unique, something that stands out, something that will always make you remember this home. (In your conversation about the home, listen for things that stand out. If they like the home, keep it positive. Write them name down so you also remember it and reference the house that way.) Alright, let’s go on to the next house.

After showing the 2nd home you go through your questions again.

Agent: So what did you think of this home? (Listen) What did you like best about this home? (Listen) Was there anything about this home you didn’t like? We get to name it again! What name would you like to give this home? Great! Now between the 1st house and the 2nd house which one did you like best? (Listen) Why did you like that one the best? (Listen) Alright, so we can do away with that one!! (If they are holding both sheets grab the one that wasn’t their favorite and ball it up or tear it up. Be dramatic!!! They will start to cherish their favorites and always come back to them. This will keep them focused on one house and why they like it.)

Repeat this process until you get to the last house. They should still only be holding 2 sheets or have 2 houses in mind. After you go through the regular questions and routine they will be left with only 1 house.

Agent: Since we narrowed it down to your favorite house, why don’t we figure out what you would like to offer on it? (You will be surprised how many times they just say ok, because you have been guiding them to this all day. If for some reason they don’t there are different objection handlers. The main thing you need to guarantee is that you have another appointment set up with them before they leave your site.)