

MAKING A BUYER FEEL WELCOME



AN ESSENTIAL GUIDE
FROM PURPLEBRICKS



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If you choose to conduct your own viewings, rather than asking your agent to do so, there are some key things you need to remember to make sure the viewing is a success.

Before you viewers arrive, do try to clear your driveway of cars so they can park in front of your house themselves. Don't underestimate this as, if they have trouble parking, they may consider your road too busy and this could put them off making an offer, even if they like the house. Park your cars on a neighbour's drive if they agree or down the road so they are out of the way.

Also ensure the temperature of your house is comfortable. In winter, it should feel warm and snug (even if you prefer a cool house yourself!) and on a warm summer day consider opening a few windows to keep things pleasantly cool (as long as it's quiet outside!)

The first 30 seconds of any viewing are very important. Welcome your buyer in with a smile and encourage them to walk through to the centre of the house, where you can introduce yourself as the owner. Never ask them to take their shoes off (unless for cultural reasons) as this can make viewers feel like they are intruding.



If you are showing a couple around, leave them upstairs so they can chat out of earshot. This gives them time to discuss the pros and cons of your home and hopefully put it on their short list of desirable properties. If you make it onto this list, you are in a great position as this is when they will start to think about second viewings, offers and fixtures and fittings.

In case your viewer asks you questions, have the kettle on and offer them a seat and drink to make them feel at home. Fresh flowers and fruit on the table can really help too!

Make sure that you thank them for coming, and make them feel welcome to return again; then sit back, and wait for your viewing feedback.

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