

Home Showing Customs for Sellers

Cincinnati Area Board of Realtors®

So, you've decided to move. Now it's time to consider what you can do to help your REALTOR® sell your home as quickly as possible. The first thing you must do is prepare your home for showing and marketing. Then, keep in mind that, although taking care of repair items and landscaping may make your house more marketable, flexible showing options may help your REALTOR® sell your home more quickly.

Consider this...

Try to give the buyer the freedom of discovering your home.

Most REALTORS® agree that a potential buyer will stay longer in a home during a showing if the seller is not present. Buyers may feel they are intruding on your privacy by walking through every room under your watchful eye. It is very difficult for the buyer to envision this home as their own or talk freely about the things they would change with the seller nearby.

If surveillance (video and/or audio) is in use on the property, check with your attorney regarding the laws pertaining to such use and disclosure. (<https://codes.ohio.gov/orc/2933.52>)

Remember, the real marketing begins when the buyer walks through your front door. The more flexible you are, and the more you cooperate with your REALTOR®, the better your chances for a quick sale. If at all possible, have your home in "showing condition" at all times. That way, your REALTOR® can quickly and efficiently arrange showings while you are out.

At the Time of Listing Your Home...

It is very important that you and your REALTOR® agree up front about the parameters for showing your home. Consider what times your home can be shown or if certain days are off limits. Consider any special circumstances that make certain times off-limits. Keep in mind that more restrictive showing times may limit the number of potential buyers who view your home.

If your home is wired with a security system, you will want to discuss with your REALTOR® the access to your code or if your system can be programmed with a temporary code for the marketing period.

Discuss whether other precautions need to be taken. How will pets on the premises be handled? Can the pet be removed from the property for showings? Now is the time to put away your valuables, medications, firearms and other personal items to prevent loss or accidental breakage.

To Confirm or Not to Confirm...That's the Big Question...

Remember, the goal is to sell your home and the best way to accomplish this goal is to provide easy access to potential buyers. Make sure you and your REALTOR® are in complete agreement as to how and when your home will be shown before the first potential buyer comes

to your door. If you feel you must confirm every showing prior to establishing the appointment, it's up to you to make sure you are easily accessible to your REALTOR® or the firm's appointment center.

Try to always be ready for "short notice" showings. Many sellers find that a notification message is sufficient instead of confirming each and every appointment. Some agents leave their business card in the seller's home after the showing, so the seller knows a showing occurred while they were out. Discuss with your agent whether you would like to request that showing agents leave a card.

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