SHOWING DAY CHECKLIST

Pre-Showing Preparation (Day Before/Morning Of)

Client Communication

- [ ] Confirm showing appointments with clients 24 hours prior
- [ ] Send clients the day's schedule with addresses and times
- [ ] Verify clients have signed buyer representation agreement
- [ ] Confirm pre-approval letter is current and available
- [ ] Review client preferences and must-haves from previous conversations

Listing Agent Coordination

- [ ] Confirm all showing appointments with listing agents
- [ ] Ask about any special instructions or recent updates
- [ ] Inquire about offer situations and seller motivation
- [ ] Note any pets, security systems, or access requirements
- [ ] Get contact information for day-of questions

Property Research

- [ ] Review MLS details for all properties
- [ ] Research comparable sales (comps) for each area
- [ ] Check property history and previous sales
- [ ] Note days on market and any price changes
- [ ] Research neighborhood amenities and school ratings
- [ ] Identify potential concerns or red flags

Route Planning

- [ ] Plan efficient route to minimize drive time
- [ ] Start with less desirable properties, end with favorites
- [ ] Allow 15-20 minutes between showings
- [ ] Check traffic patterns and parking availability
- [ ] Have backup properties ready if needed

SHOWING DAY CHECKLIST

Essential Items to Pack

Documentation

- [ ] Executed buyer representation agreement
- [ ] Current pre-approval letters
- [ ] Blank purchase agreement forms
- [ ] State-specific disclosure forms
- [ ] Property information sheets for each home
- [ ] Neighborhood guides and market reports
- [ ] Comparative Market Analysis (CMA) templates
- [ ] Business cards and professional brochures

Technology & Tools

- [ ] Fully charged smartphone + backup battery
- [ ] Tablet/laptop for MLS access
- [ ] Portable WiFi hotspot
- [ ] Lockbox keys and access tools
- [ ] Calculator, Camera on phone
- [ ] GPS/navigation app updated

Professional Supplies

- [ ] Branded folder/portfolio for documents
- [ ] Quality pens and notepads
- [ ] Tissues and hand sanitizer
- [ ] Breath mints
- [ ] Professional appearance touch-up items
- [ ] Weather-appropriate gear (umbrella, jacket)

Practical Items

- [ ] Shoe covers/disposable booties
- [ ] Small flashlight
- [ ] Magnifying glass
- [ ] Measuring tape
- [ ] Water bottles for you and clients
- [ ] Comfortable, professional shoes
- [ ] Snacks (for long showing days)

SHOWING DAY CHECKLIST

Vehicle Preparation

- [ ] Full gas tank
- [ ] Clean interior and exterior
- [ ] GPS programmed with 1st address
- [ ] Phone charger/car adapter
- [ ] Emergency roadside kit
- [ ] Parking permits if needed

Personal Preparation

- [ ] Professional appearance (weather-appropriate)
- [ ] Comfortable walking shoes or boots
- [ ] Light meal/snack before long showing sessions
- [ ] Review client names and key preferences
- [ ] Mental preparation for common questions
- [ ] Positive attitude and energy level check

During Each Showing

Arrival Protocol (5-10 minutes early)

- [ ] Arrive before clients to check access
- [ ] Turn on lights and open blinds if needed
- [ ] Do a quick walkthrough for any issues
- [ ] Greet clients warmly upon arrival
- [ ] Review the property highlights briefly

During the Tour

- [ ] Let clients explore naturally
- [ ] Point out features matching their preferences
- [ ] Take notes on their reactions
- [ ] Answer questions or note items to research
- [ ] Help them visualize living in the space
- [ ] Address any concerns diplomatically
- [ ] Take reference photos if clients are interested

Before Leaving

- [ ] Summarize key features and benefits
- [ ] Note any follow-up questions or research needed
- [ ] Confirm interest level for next steps
- [ ] Ensure all lights off, doors locked
- [ ] Reset any security systems
- [ ] Leave property as found

SHOWING DAY CHECKLIST

Post-Showing Follow-Up

Same Day Tasks

- [ ] Send recap email with property photos and details
- [ ] Include your professional observations
- [ ] Provide any additional information requested
- [ ] Send feedback to listing agents
- [ ] Schedule follow-up calls or additional showings
- [ ] Update client notes in CRM system

Next Steps Planning

- [ ] Prioritize properties based on client feedback
- [ ] Research any questions that came up
- [ ] Prepare detailed analysis for top contenders
- [ ] Schedule inspections or appraisals if needed
- [ ] Continue monitoring market for new listings
- [ ] Plan next showing session if needed

End of Day Review

- [ ] Review client feedback and preferences
- [ ] Update property search criteria if needed
- [ ] Schedule any necessary follow-up appointments
- [ ] Plan strategy for serious contenders
- [ ] Update showing activity in CRM
- [ ] Prepare for next day's activities

Emergency Contacts

- [ ] Listing agent phone numbers saved
- [ ] Lockbox company customer service
- [ ] Your broker/manager contact info
- [ ] Client emergency contact numbers
- [ ] Local police non-emergency line
- [ ] Roadside assistance number

Remember: Preparation is the key to professional, successful showings that lead to happy clients and closed deals!