

## Complete Power Manual (Viewing Specialist)

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## Viewings

The Viewing Specialist plays an important role:

1. You're supporting the agent is delivering remarkable service to our clients
2. You're helping buyers and sellers move onto the next chapter of their lives. You will likely be the person who shows a buyer their dream next property and you're the person who the seller is trusting to help them move onto theirs by letting you into their home to show their house
3. You will be the public's first face to face contact with Power Bespoke so leaving a **remarkable** impression is crucial
4. Generating new business opportunities from potential clients who are viewers

### REMEMBER:

1. You are there to **SHOW** them the house and **not sell it to them**
2. Our client needs reassurance from you

**There are usually 2 viewings before a buyer commits to offering:**

1. The first viewing - this is the emotional viewing i.e. the buyer assessing whether they can see themselves living at the property. Usually 15 minutes. The saying is true. People will make up their mind in the first 15 seconds.
2. The second viewing - the buyer has decided they can see themselves living there/they've had an emotional attachment to the property. The second viewing is 'mental'. The buyer will be asking themselves 'does the property actually work for us'. Usually 30 minutes.

**There are 3 main rules when doing a viewing:**

1. You're there to SHOW them the property, NOT sell it to them. Nothing you are going to say is going to make them buy it.

2. ASK QUESTIONS. Is there an opportunity for us to visit their property to advise them on how to maximise the sale price? If you get a yes, just confirm the time and date there and then. The office can call to rearrange if needs be. Their commitment there and then is more important
3. Leaving a good impression - we want people to think "WOW he/she was a really nice". NOT "he/she was really pushy/snotty/moody"

## Important points

- If running late, ring all parties to let them know (or ask office to)
- Only have one viewing couple / person in the property at a time. If someone is early, ask them politely to wait outside for a couple of minutes as you are just finishing up on a viewing inside and that you won't be long. Be strict in making sure the viewing you have inside doesn't say longer than the 15 minute slot they booked. We can do second viewings with half hour slots.
- Arrive 15 minute early to open any curtains, pick up post, turn on lights, familiarise yourself with the property, sort your keys out, read through 'viewing information sheet'.
- Shake the viewer's hand. Introduce yourself. Thank them for something (coming, arriving on time)
- Set the agenda. Don't let them dominate. Keep control. "Thanks for coming today, I'm going to give you a quick tour of the property then I'll leave you to have a good look around and meet you downstairs when you are ready to answer any questions"
- If they ask a question which you're not 100% sure on, say so, write it down and say we will get back to them with the answer. Don't blag it as you'll lose integrity.
- Always stay behind the viewer i.e. allow them to walk into the rooms first. If you are in front of them, you will be blocking their view of the room plus you make it look smaller.
- Never go home with keys

## Viewing Preparation (in office)

- Print diary
- Print property details for each viewer and place in a folder for each person
- Know who you are meeting. Which are potential clients so you can focus on gleaning the appraisal
- Pen, paper, agent business cards, feet covers

## Before the tour

- Set/manage expectations: Meet them on the drive/out front/in car park. Block the front door so they can't just steam in. Introduce yourself, shake hands, set the expectations. "So before we jump in, the agent handling the sale of this property is Perry Power, here's

his card, if the property is right for you and you would like to buy it, his mobile number is on the card. I'm going to give you a quick tour of the property then I'll leave you to have a good look around at your own pace and meet you downstairs when you are ready to answer any questions. Ok? Any questions? Great, let's jump in.

## During the tour

Building rapport and asking questions during the tour is crucial. Questions are what's going to open up the buyer and enable you to highlight opportunities. Good questions to use are:

- So where do you live now?
- Ah lovely, what road? Great road
- What's motivating your move?
- Are you downsizing or upsizing?
- How long have you been there?
- Excellent, is that property under offer yet?
- When's a good time for one of our area specialists to pop round to give you selling advice?
- Here's some info on how we help people just like you and achieve them 2% over asking
- When did you start looking?
- How many properties have you seen?
- What made you choose this area?
- Do you have any deadlines as to when you ideally need to be in a property by?
- What's the situation with your current property?
  - (It's on the market) How's that going?
  - (it's not yet on the market) When's a good time for one of our agents to pop round to give you advice on how to maximise the selling price?
  - (I'll be renting it out) When's a good time for one of our agents to pop round to give you advice on how to maximise the selling price?
  - (I'm living with family) Great so you can move quickly yea?
- Have you got your mortgage arranged? Yes, Great which lender? No, How about I get Jules our mortgage specialist to help you find/make sure you have the best deal?

## After the tour

- It was lovely to meet you, thank you for coming (whilst shaking their hand). What are your initial thoughts/feelings?
- You've got Perrys card, if you have any questions, or would like to buy the property, feel free to call, text, email him at anytime.
- If it's clear the property isn't for them, it's not a problem, it's helped me understand what you do and don't want meaning we'll help you find them somewhere more suitable.
- Call the owner with initial feedback. Tell them we will be following up tomorrow morning and will update them