



ASHLEY CALHOUN

REALTOR® · VPR

SELLER RESOURCE · NO. 02

How to Make Every Showing Count



*A simple strategy for turning every visit into a serious, motivated
buyer.*

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BROKERED BY



THE MINDSET

Why Showings Matter

A showing is the one moment a buyer experiences your home in person. Everything we have built, the price, the photos, the marketing, comes down to how the home feels when they walk through the door.

*Every showing is a **job interview** for your home. We want it to walk in prepared, confident, and impossible to forget.*

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Buyers decide quickly, and they decide emotionally. A home that is bright, clean, and calm gives them permission to imagine living there. A home that feels rushed or lived in makes them look for reasons to leave. The pages that follow give you a simple system, so no showing ever catches you off guard.

THE SYSTEM

However Much Time You Have

Showings rarely arrive on your schedule. Match your prep to the time you are given.

10

MINUTES · QUICK
RESET

- ✓ Open the blinds and turn on every light
- ✓ Clear counters, sinks, and the entry
- ✓ Make the beds and straighten pillows
- ✓ Secure pets, then leash or crate them
- ✓ Gather the family and step out

30

MINUTES ·
EXPANDED

- ✓ Everything in the ten minute reset
- ✓ Wipe down kitchen and bathroom surfaces
- ✓ Empty the trash and run the disposal
- ✓ Set the thermostat to a comfortable temperature
- ✓ Tuck away valuables, mail, and medications

60

MINUTES · FULL
PREP

- ✓ Everything above, done unhurried
- ✓ Vacuum the high traffic floors
- ✓ Let in fresh air or a light, neutral scent
- ✓ Fresh towels and a welcoming entry
- ✓ Soft music, low in the background

AVOID THESE

Common Mistakes Sellers Make

Most missed offers trace back to a handful of avoidable habits. These are the ones worth knowing.

- **Staying home.** Buyers cannot picture themselves in a home while the owner watches. Always step out.

- **Following buyers around.** Give their agent room to do the selling. Hovering only makes buyers hurry.

- **Leaving pets loose.** Even friendly pets distract, and some buyers are wary or allergic.

- **Strong odors.** Cooking, smoke, and heavy fragrance all read as something the home is hiding.

- **Televisions left on.** A glowing screen pulls the eye away from the home itself.

- **Ignoring showing requests.** Every declined showing is a buyer who simply tours the next home instead.

WHAT COMES NEXT

What Happens After a Showing

Feedback is one of the most asked about and most misunderstood parts of selling. Here is how we read it.

FEEDBACK REQUESTS

After each showing, I reach out to the buyer's agent for their impressions of the home.

WHY FEEDBACK IS INCONSISTENT

Not every agent replies, and the comments that do come back range from thoughtful to vague. That is normal.

WHAT FEEDBACK ACTUALLY MEANS

A single comment is just an opinion. Patterns are information. Repeated notes about price or condition are worth our attention.

WHEN FEEDBACK MATTERS

Several showings with no offers, all pointing to the same issue, tell us exactly where to adjust.

*We do not chase every comment. We watch for **patterns**, and we adjust with intention.*

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