

Guide

How We Conduct Viewings



ANDREW
GRANGER & CO

SHELDON
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LAND AND
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PROFESSIONALS

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Introduction.

We've created a simple and effective process for property viewings to give potential buyers an informative viewing and the homeowner useful feedback.

Here's a quick guide on how our team handles viewings, step by step.

Tools We Use on the Viewing.

Our team always comes prepared with the information about your property:

Property Information Questionnaire

(PIQ): Every homeowner fills out this form with important details about their property. Our team can access it instantly on their app during the viewing.

Interactive Reports: Buyers get access to detailed property reports before the viewing via the Rightmove listing. This provides info on key information like local schools, amenities, and even nearby planning applications.

Flyers: After the viewing, potential buyers receive a flyer with a QR code they can use to give feedback on the property or even make an offer.

Arriving Early.

We aim to arrive 15 minutes early for each viewing, especially if it's our first time at the property. While we try to stick to this, there are rare occasions where a previous viewing might overrun or we get stuck in traffic.

We'll always do our best to keep you informed of any delays.



Vacate the Property.

For the best viewing experience, we kindly ask that homeowners step out during viewings. This helps potential buyers feel more comfortable sharing their honest thoughts.

Sometimes, homeowners stay and offer tea or chat, which can make buyers feel pressured to say yes, even if they're not interested in the property.

If we don't already have keys to your property, please make sure we can access it when we arrive. You're welcome to share any important details, but we'll also need a bit of time to have a look around and review the Property Information Questionnaire before the first viewing.

If the viewers book a second visit, you may wish to be at home but your local team will discuss the best options with you nearer the time.

What Happens During a Viewing?

Start of the Viewing:

To set clear expectations, we start by explaining the process:

"Our team will guide you through the property, room by room, sharing important details and answering any questions you might have. We aim to keep this part efficient so you'll have plenty of time to explore on your own."

"Once we've given you all the key information, we'll step back and let you take a closer look at your own pace."



The Viewing.

When we show someone around your property, we provide key information for each room and answer any questions the viewer may have. Our goal is to ensure they have all the facts they need to make an informed decision.

After we've taken them around, we give them some time on their own to explore. This part is really telling – if they take their time looking around, it's usually a good sign. But if they quickly decide to leave, the property might not be for them.



Feedback to You.

After the viewing, we'll send you feedback on how it went via a voice message on WhatsApp. This will include direct feedback from the viewers, along with our own insights. We also recommend reading our "Viewing Feedback" guide for additional information.



Not on the Market.

We allow people to view properties that are not yet on the market. This is something we've always encouraged homeowners to do, even though many agents advise otherwise.

To put it simply, if someone is going live next week at the correct marketing price, and another property has been on the market for eight weeks without selling, who do you think is in the stronger position to view your property? The person with a brand-new listing, or the owner of a property that is starting to stagnate?



Final message from the team.

We aim to make property viewings as smooth and effective as possible. Our team arrives 15 minutes early (traffic permitting) and asks homeowners to step out during viewings to create a comfortable atmosphere for potential buyers.

Armed with a detailed Property Information Questionnaire (PIQ) and interactive reports, we ensure buyers receive all the key insights they need. During the viewing, we guide buyers through the property, answering questions, and then give them time to explore on their own. At the end, we gather feedback, explain next steps like second viewings or making offers, and share audio feedback with you via WhatsApp.

Plus, we encourage you to let people view that are not yet officially on the market to maximise opportunities.

Got any ideas how we can improve this guide or process? Please share them - marketing@sheldonbosleyknight.co.uk

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