

Guide

Viewing Cancellations & No Shows



SHELDON
BOSLEY
KNIGHT



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Introduction.

Selling your property can feel stressful, especially when viewings are cancelled or people don't show up.

To make things easier, we've put a process in place to encourage people to let us know if they need to cancel, helping to avoid no-shows.

Here's how it works and what you can expect.

Encouraging Viewer to Notify Us.

We understand that potential viewers' plans sometimes change. To make it easy for them to manage their viewings, we use emails and messages to encourage updates. Here's how it works:

Booking Confirmation Email

What happens immediately after booking:

Once someone books a viewing, they'll receive an email directing them to create a portal or download our app. Through these platforms, they can easily reschedule or cancel their booking if needed.



Hi [[applicant_first_name]]

The viewing appointment for the property at [[property_full_address]] is confirmed for:

[[viewing_date]] at [[viewing_time]] with [[visiting_agent_first_name]].

Don't miss out on seeing properties before they hit popular portals like Rightmove by joining our [Exclusive Buyer Group](#).

Read these [5 easy steps on how to make an offer](#):

If you haven't done so yet, ensure you download the buyer app.

You can easily rearrange your viewing, book viewings online, provide feedback after viewings, receive confirmation notifications and set up alerts to ensure you're the first to know about new listings. It's designed to make your experience smoother and more efficient!

Download App:

[[app_store]]

[[play_store]]

Thank you

Reminder Email & SMS on Viewing Day

What happens on the day of the viewing:

On the morning of their viewing, we send an email reminder along with an SMS. These messages include details about the viewing and highlight how simple it is to make any last-minute changes.

By providing clear, accessible options, we encourage buyers to let us know if they need to cancel instead of simply not showing up.

Hi [[applicant_first_name]],

We just wanted to remind you that your viewing appointment at [[**property_short_address**]] is going ahead [[**viewing_date**]] at [[**viewing_time**]].

You can log in to your [Street Portal](#) to see any status changes or make amendments to your appointment.

We totally get that plans can change, and that's absolutely fine! If you can't make it to your viewing, **just give us a heads-up beforehand**—it helps avoid any disappointment for the homeowner who's kindly prepared the property for you.

You can also download the app on your phone:

- The App Store: [[app_store]]
- Google Play: [[play_store]]

Thank you



What Happens If a Buyer Cancels.

When a cancellation occurs, we make sure to notify you right away.

Here's how we communicate the cancellation:

App Notification

You'll receive a notification via our app (be sure to enable notifications for updates).

Email

We'll also send you an email. If the buyer provided a reason for cancelling, we'll include that in the message.

SMS or WhatsApp

You'll receive a text or WhatsApp alert with details of the cancellation.

Rescheduling.

Viewers who genuinely need to cancel usually rebook quickly, especially if we prompt them. That's exactly what the email below is designed to do.

Sometimes, a buyer might say, "I'll call you back when I'm available." This can mean they've lost interest but don't want to say so directly. While this can be disappointing, it's a normal part of the process.

Interestingly, we've noticed that the politest viewers often use this phrase simply because they don't want to feel like they've wasted people's time.

Hi [[applicant_first_name]],

We just wanted to let you know that your viewing at [[property_very_short_address]] scheduled for [[viewing_date]] at [[viewing_time]] has been cancelled.

[[cancellation_reason]]

Please ensure you join the [Exclusive Buyer Group](#) to see properties before they go onto portals like Rightmove.

Don't forget to set up instant property matches or rebook your viewing in your [Street Portal](#).

Download the App:

[[app_store]]

[[play_store]]

Thank you



No Shows.

We know how frustrating no-shows can be. You've taken the time to prepare your property and made arrangements for the viewing, and our team has made the trip to open up and get everything ready. No one wants that effort to go to waste!

Here's what we do to try tackle this problem:

Flagging Repeat No Shows

If a person fails to show up for a scheduled viewing, we document this in our system. Should they try to rebook in the future, we'll have the opportunity to discuss and ensure the situation doesn't repeat.



Applicant History	
Previous Viewings	0
Upcoming Viewings	0
No Shows	1
Offers	0
View Applicant 	

No Show Email

When someone misses a viewing without notifying us, we send them an email. This email serves as a follow-up and a gentle reminder about the importance of attending booked appointments.

While we aim to minimise these occurrences, it's important to remember that no-shows do happen occasionally, and they're often beyond anyone's control.

Hi [[applicant_first_name]].

We just wanted to let you know that you missed your viewing at [[property_very_short_address]] scheduled for [[viewing_date]] at [[viewing_time]].

[[cancellation_reason]]

We totally get that plans can change, and that's absolutely fine! If you can't make it to your viewing, just give us a heads-up beforehand—it helps avoid any disappointment for the homeowner who's kindly prepared the property for you. If you've already let us know, thank you so much.

You can reschedule by going to the [Street Portal](#)

Don't forget to also download the app:

[[app_store]]

[[play_store]]

Thank you for taking the time to read this email.

Final message from the team.

We understand that cancellations and no shows can be frustrating, but we're doing our best to minimise them.

To encourage potential buyers to notify us if their plans change, they'll receive two key emails – one immediately after booking to guide them on how to reschedule or cancel via our app, and another on the day of their viewing as a reminder, along with an SMS. This helps make the process as smooth as possible.

If a buyer cancels, we'll notify you right away. Many buyers who genuinely need to cancel often rebook promptly, though some avoid admitting they've lost interest.

No shows are disappointing for everyone involved. When this happens, we flag the person in our system so we can address it if they rebook in the future. We also follow up with an email reminding them of the importance of attending.

While cancellations and no shows are part of the property-selling experience, our team is here to support you and encourage better communication from buyers.

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

**MIKE AND THE
SHELDON BOSLEY
KNIGHT TEAM**

