

Guide

# Viewing Feedback



The logo for Andrew Granger & Co features a red upward-pointing triangle above the text "ANDREW GRANGER & CO" in white, bold, uppercase letters. Below the text is a red double-headed horizontal arrow.

ANDREW  
GRANGER & CO

The logo for Sheldon Bosley Knight consists of a vertical orange bar to the left of the text "SHELDON BOSLEY KNIGHT" in white, bold, uppercase letters.

SHELDON  
BOSLEY  
KNIGHT

The logo for Land and Property Professionals is a white rectangular box containing the text "LAND AND PROPERTY PROFESSIONALS" in white, uppercase letters.

LAND AND  
PROPERTY  
PROFESSIONALS

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# Introduction.

We've spent a lot of time researching the way we share meaningful viewing feedback with you.

This guide will walk you through how our process works so you know what to expect.



# The Feedback Process.

## Step 1: When a Viewing is Booked

The process begins the moment a viewing is booked. We'll send an email to the viewers to confirm their booking and encourage them to create a portal to be able to leave feedback easily.

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](#) y

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

## **Step 2:** On the Viewing

Once the viewing is complete, we immediately ask the viewers for their initial thoughts. What's more, we'll share our insights on how we felt the viewing went.

Our experience means we can usually tell how genuine interest is and whether a viewer is seriously considering your property.

We'll send you the feedback through a WhatsApp message or audio.



### Step 3: After the Viewing

We make it clear that they'll receive an email and SMS prompting them to provide further feedback and, if they're using our app, they'll also receive a notification to leave their thoughts there.

Hi [[ recipient\_first\_name ]],

How was your recent viewing at [[ property\_full\_address ]]?

We would really appreciate it if you would provide your feedback on the property by following the link below:

Even if the property isn't quite the one for you, we'd really appreciate it if you could take a couple of minutes to share your thoughts with us. The homeowner and our team have worked hard to prepare and conduct the viewing, and your feedback would mean a lot!

Plus the homeowner will be chasing us for it! 😊

Thank you

## Step 4: Later the same evening (7 PM)

We send another email giving them one last nudge to share their thoughts.

Hi {{contact.first\_name}},

Thank you for viewing a property [REDACTED]

Here are a couple of quick things to keep in mind

### **Share Your Thoughts & Make an Offer**

We'd like to hear your thoughts on the property. You can leave your feedback on your Street portal or via the Street App. It really helps our homeowners, and if you're interested, don't hesitate to reach out or make an offer.

Reminder on How to Make an Offer

Note: we can not action feedback if you reply to this email. It needs to go through the portal or App.

### **How Did We Do?**

We work hard to make viewings stress-free and informative—giving you time to look around, sharing important details (like the boiler's age!), and explaining the next steps with our handy flyer.

If we didn't conduct the above or meet your expectations today, please reply and let us know. Your feedback helps us maintain high standards.

Have a great evening!

# Most Detailed Feedback.

The most detailed feedback comes directly from our WhatsApp audio or message right after the viewing. We take extra care to capture as much information as possible during this stage, as it's common in the property market for uninterested parties to simply go quiet.

At this point, unless viewers return with further feedback, we consider the feedback process complete.



# Why We Don't "Chase" Feedback.

You've already received the detailed feedback we gathered, along with our own thoughts. If the viewer hasn't provided more feedback or made an offer, it's likely they're not the right buyer. The buyers who successfully move from offer accepted to completion are usually the ones who provide further feedback or make offers proactively.

**Questions:** If the viewer has follow-up questions or just genuine feedback, we'll respond quickly and, of course, share the feedback with you.

**Not ready to decide:** Sometimes, viewers tell us they're not ready to decide and want to book more viewings. If that happens, we'll schedule to call them to see if they've made a decision. However, if they choose to pass on your property, they often don't reply or get back in touch with us to share their decision.

# Final message from the team.

We do everything possible to collect feedback, but chasing uninterested viewers or forcing responses doesn't work in the long run. It's important to focus on genuine interest rather than trying to extract forced opinions. If a property is the right fit, buyers are proactive in asking questions, providing feedback, and ultimately making offers—they engage naturally because they're interested in the property.

Think about your own experiences—if you view a property that feels right, do you stay silent for days or do you act?

That sense of urgency and enthusiasm often speaks louder than any prompted feedback.

Got any ideas how we can improve this guide or process? Please share them - [marketing@sheldonbosleyknight.co.uk](mailto:marketing@sheldonbosleyknight.co.uk)

MIKE AND THE  
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