



# **Guide To Showing Listings To A Client**

# Preparing For A Showing With A Client

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In order to schedule a tour, we first must contact landlords, co-brokers, on-site agents, etc. so we can confirm availability, set appointments, and ask any questions we may have regarding the apartment.

It is a good idea to have a few showings scheduled so you are able to present a range of prices, sizes, locations, amenities, and fee structures. Once you have an idea of which apartments you will be visiting, come up with a loose plan for the order in which you will be showing each apartment.





# Best Practices For Showing an Apartment

Here are a few best practices for showing an apartment to a client:

1. Arrive on time.
2. Turn on the lights.
3. Make sure you have the keys.
4. Make small talk walking up to the apartment to get to know your client.
5. Less is more - no need to talk throughout the entire showing.

## Finding Comps and Alternatives

When showing apartments to a client, it's a good idea to prepare other alternatives. The first apartment you show may not be the one for your client. Have alternative apartments ready to be shown in case your client doesn't like the original one scheduled.





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