

## **Residential Property Showings – Do them in a Safe Way!**

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Property showings are an important process for leasing residential apartments and homes. Last year I published on the best way to do showings – feature based selling and active listening. You can find that blog at [ranchopropertyworks.com](http://ranchopropertyworks.com) under the Other button then click on Blog. I wanted to follow up with how to do in person showings in a safe way in this modern wacky world we all live. Certainly, can do showings remotely using technology for property access, etc. I prefer to do showings in person! Why? I get to meet prospects in person! I kind of interview them to be tenants and they get to do the same for me as their property manager. Here ‘some ideas on how to have safe in person showings.



I start out with a date and time window for open house style showings. I always schedule for when it’s day light outside. Usually, a few days after it’s listed on the internet. And then every few days. I do not do one off showings , or “can you meet me there in 10 minutes” showings, and or unusual hours. I do not publish on line “Open House” dates and times as it’s not about the volume of showings it’s about the quality of them. I try and schedule them every 15 minutes and do no more than 4 to 6 appointments per showing window. More than that can be hard for one person to manage during the showings as I want to be able to respond to guests’ questions. I don’t want to create the illusion that there’s allot of interest and it will rent fast. No exceptions.

By Appointments Only! Properties are shown by appointment only during the date and time window I have made available. To make an appointment I require; 1) Name, 2) Phone number, 3) Email, and 4) seriousness of on-line profile. I may ask them questions via email, E.g. to verify their provide is correct replated to income level, specifics on what they are looking for, pets, etc. I’m looking for serious and qualified prospects only. If their profile says they 3 dogs and the owner will accept 1 it’s not a match and won’t be an appointment. I always write down their name, phone number, date and time for their appointment. I ask that they email or text me when on the way to verify that they are still coming to the appointment. I do not accept walk ins. No exceptions.

I arrive early to get the lights on and to ensure that the property is looking it’s best. I may do some light cleaning as needed before all tours. I lock myself inside during set up until appointments arrive. I put the sign up in a front window for all showings only, I always take them down before I leave. I do not want to create the impression that it’s a vacant property as homeless and squatters could take over. Once I’m all set up, I take a position where I can see vehicles and people arrive, perhaps looking out a front window or door. I watch for appointments to arrive. Once here I ask for their name and phone number to verify the appointment. Once verified I let them in. The first thing I say is thank you for coming, let me know if you have any questions, and that we are doing this showing open house style and we have others that are expected and or scheduled. They need to understand that others could arrive at any time to tour the property. Once the tour has started, I stand where I can watch for next appointments while never turning my back on current appointments all while listening to that they are saying, if anything. I answer their questions and take notes about the showings as sometimes they volunteer information to me as to possible move in dates, pets, etc.

Once all showings are done, I always make sure to secure the property. Always remove the for-rent sign in the window. Then I make sure all windows, doors, gates, etc. are closed and locked / latched. Close all the blinds and or draperies. I Always leave a light on in a room that is visible from the front so as create the illusion that someone is home. I might leave the draperies open a crack in that room also. I’ve also put a light on a timer in a front room again to create the illusion that someone is home. It’s good to vary the rooms with lights on from time to time as if someone is actually living there. Lastly, reach out to neighbors and provide them with my name and number in case they see any mischief at the property.

Need a property manager that knows how to make showings more professional and safe resulting in higher quality applicants and tenants, please contact me.