

How show days can help you sell faster

In these days of online listings and video tours that are accessible even from a cell phone, home sellers may question the value of show days – but they should know that these events are still among the most effective ways to market real estate.

In fact, says Jan Davel, MD of the RealNet estate agency group, serious sellers should ensure that their agent holds at least one show day as soon as possible after listing, in order to give keen buyers the opportunity to view the home in person and envisage themselves living there.

“A show day also tends to be more relaxed environment for prospective buyers in which they feel less self-conscious about asking questions and having a really good look at the property than during a private viewing when the seller will most likely be present,” he says.

“The biggest advantage of a show day, though, is that it gives you an opportunity to show your home at its best to many prospective buyers at a time, and hopefully generate several offers to purchase once they have seen it. Indeed, multiple offers are quite common at the moment because of the shortage of homes for sale in popular areas – and this can save you weeks of “tidying up” every time your agent needs to bring an individual buyer round for a private viewing.”

In addition, says Davel, a show day early in the marketing process is an opportunity for the agent and the seller to get “live feedback” from prospective buyers that will help to validate the current asking price – or enable the seller to make a quick adjustment if necessary to bring it in line with what buyers in the area are actually prepared to pay.

“In some cases it can also help the seller to find out what needs to be done to the property to make it more appealing and saleable.”

But it must be said, he notes, that not every agent can handle a show day correctly. “There really is a lot more to it than being on site and handing out business cards. To maximise the opportunity, a show day needs to be publicised properly, security arrangements need to be put in place, and the agent needs to be able to sort out which of the show house visitors are really interested from those that are just nosey.

“And this is another reason for sellers to ensure that they work only with properly qualified agents who are experienced and have a track record of good results.”

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