

PREPARE A HOUSE HUNTING FOLDER



Give your buyers everything they'll need to make a purchase decision by the end of your tour. You may choose to put together a "house hunting" folder for your buyers. Create a folder of information on each home you are showing. Your folder may include:

- A printed "House Hunting Checklist." The buyers can use it to take notes on all the homes they look at. Encourage them to name the homes for better recall later, for example, the "Cape Cod Cutie" or the "Stinky Cat."
- MLS detailed printouts for each home, including the property information sheet, floor plans, seller's disclosure, HOA information, etc.
- Maps for each home and directions attached.
- Relevant reports, such as demographics for the neighborhoods the homes are in, school district information, etc.
- CMA(s) on all tour homes along with property reports that provide a detailed and agent-branded snapshot of the property and the neighborhood.
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