ESTATE AGENCY LAUNCH PROGRAMME · BOOK, RUN VIEWINGS AND GATHER FEEDBACK

Viewing and feedback pack

A lone-agent safety checklist, a buyer feedback form, and a weekly update template to keep the seller informed.

01 Lone-agent safety checklist

Run through this before every viewing you attend alone. Your safety comes before any sale.

- [ ] Confirm who you are meeting: get a name, a number and, where you can, verify the buyer beforehand.
- [ ] Tell a colleague or contact where you are, which property, and when you expect to be back.
- [ ] Share your live location or agree a check-in call for the end of the viewing.
- [ ] Keep your phone charged and to hand, and let the buyer lead into rooms rather than being cornered.
- [ ] Trust your instinct: if something feels wrong, leave, and never feel you must complete a viewing.

02 Buyer feedback form

Fill one in for every viewer, ideally within a day, so the seller hears back fast.

Buyer name and viewing date

What did they like about the property?

What put them off, if anything?

Honest negatives are what let you have a real conversation with the seller.

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What did they think of the asking price?

Recurring "priced high" feedback is your evidence for a price talk.

Next step: second viewing, offer, or not proceeding?

03 Seller weekly update template

Send this every week, even in a quiet week. Silence is the number-one seller complaint.

Viewings this week, and total since launch

Portal views and enquiries this week

What buyers are saying, good and bad

Any offers, and where they stand

Your recommendation for the week ahead

Price, photos, or hold steady. Base it on the feedback, not a hunch.

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