





THE COMPLETE GUIDE TO SHOWING ACTIVITY & FEEDBACK TRACKER

TURN INTEREST INTO RESULTS

A complete workbook for managing showings and improving results.

Track buyer interest, identify pricing issues, improve your marketing, and sell with confidence.

-  Track every showing request.
-  Record feedback and buyer comments.
-  Spot trends and pricing signals.
-  Make smart changes that attract offers.

2 UNDERSTANDING BUYER FEEDBACK

Buyer comments fall into three main categories. Knowing the difference helps you take the right action.

INDICATES PRICING ISSUES

- "It's out of our budget."
- "Price is a little high."
- "We love it but can't justify the price."
- "We'll watch it and see if the price comes down."

ACTION: Revisit pricing and compare with current market activity and comps.

INDICATES CONDITION ISSUES

- "Kitchen needs updating."
- "Bathrooms are dated."
- "Needs a lot of work."
- "Floors / paint / fixtures need attention."

ACTION: Prioritize updates or improvements that will have the biggest impact.

INDICATES MARKETING ISSUES

- "Photos don't show how nice it is."
- "Hard to find / confusing directions."
- "Online description was misleading."


ACTION: Improve photos, description, signage, and online presentation.

TIP: Look for patterns in feedback, not one-off comments. Patterns reveal the truth.

4 SHOWING REQUEST LOG

Log every request and confirmed showing to track activity.





DATE	BUYER NAME	AGENT NAME	CONTACT METHOD	REQUESTED DATE & TIME	CONFIRMED DATE & TIME	ATTENDED? (Y/N)	GROUP SIZE	NOTES

CONTACT METHOD:  Phone  Text  Email  Online Form  Other

6 SELLER ACTION PLAN

Use your feedback to make the right adjustments and get results.

WHAT FEEDBACK KEEPS REPEATING?

-  Are buyers mentioning price? Yes No Notes: _____
-  Are buyers mentioning condition? Yes No Notes: _____
-  Are buyers mentioning location? Yes No Notes: _____
-  Are buyers mentioning marketing? Yes No Notes: _____

MY NEXT ACTIONS

- Adjust price
- Improve photos / description
- Make repairs or updates
- Improve staging / presentation
- Enhance signage / directions
- Target different buyer audience
- Other: _____

REVIEW FREQUENCY
Review your data every 7 days and make data-driven decisions.

1 WHY TRACKING SHOWINGS MATTERS

Every showing is market feedback. Use it to your advantage.



60-70%

of buyers say they will only view a home once before deciding.



Homes with showings are **3x** more likely to receive an offer.



Consistent feedback helps you price right, improve marketing, and sell faster.



THE GOLDEN RULE

Feedback is a gift. It shows you what buyers value, what concerns them, and what changes can help you get an offer.

EARLY WARNING SIGNS YOUR PRICE MAY BE TOO HIGH



Few or no showing requests



Showings with little to no interest



Buyers love the home but not the price



Many showings but no offers



Feedback often mentions price is high



TIP: The first 2-3 weeks on the market are critical. Pricing it right from the start attracts more buyers and stronger offers.

3 HOW TO ANALYZE SHOWING TRENDS

Use your data to spot patterns and make confident pricing decisions.

SHOWINGS VS. OFFERS BENCHMARK (Typical Conversion Rates)

SHOWINGS	EXPECTED OFFERS	WHAT IT INDICATES
0 - 3	Low	Price likely too high or marketing issue
4 - 8	Low	Slightly high or needs improvements
9 - 15	1 Offer	In the right range
16 - 25	1 - 2 Offers	Good activity
25+	2+ Offers	Strong interest / well priced



PRO TIP

If you have 2+ weeks with 10+ showings and no offers, it's time to re-evaluate your price and/or presentation.

BUYER ACTIVITY INDICATORS



More requests this week

Positive momentum



More showings but no offers

Price or condition may be issue



Consistent negative feedback

Needs changes or price adjust



Declining showings each week

High price or marketing issue

5 BUYER FEEDBACK TRACKER

Capture detailed feedback from each showing.

DATE	OVERALL INTEREST (1-5)	WHAT BUYERS LIKED	WHAT BUYERS DIDN'T LIKE / CONCERNS	PRICE FEEDBACK	FOLLOW-UP REQUIRED? (Y/N)	NOTES / NEXT STEPS

RATING GUIDE (OVERALL INTEREST)

-  1 Not Interested
-  2 Slight Interest
-  3 Neutral
-  4 Interested
-  5 Very Interested

7 FINAL CHECKLIST & IMPORTANT INFORMATION

FINAL CHECKLIST

- I am tracking every showing request.
- I confirm all showing times.
- I collect and record all feedback.
- I review data weekly.
- I look for patterns, not one-time comments.
- I take action based on the feedback.
- I stay flexible and adjust when needed.



LISTEN. LEARN. ADJUST. THEN WATCH THE OFFERS COME IN.

Data-driven sellers sell for more and sell faster.

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