

Conducting a Winning Viewing

When you DIY market your property, the viewing is your "Sales Pitch." Unlike an agent who may have twenty other houses to sell, you have the unique passion and knowledge of your home. Use this to your advantage to create an emotional connection between the buyer and the property.

1. Preparation: The 60-Minute Countdown

Before any viewer arrives, your home must transition from a "living space" to a "showroom."

Scent Marketing: Avoid heavy air fresheners. Instead, open windows for 20 minutes to clear "stale" air, then bake bread or brew coffee for that classic inviting aroma.

Lighting: Turn on every single light, including bedside lamps and extractor hood lights. Brightness equates to space in a buyer's mind.

Temperature: In winter, ensure the heating is on 30 minutes prior. In summer, ensure the house is cool. Physical discomfort is the fastest way to end a viewing early.

The "Kerb Appeal" Sweep: Walk to the front of your house. Remove any stray litter, move bins out of sight, and ensure the front door is clean.

2. Choosing Your Viewing Format

Individual Viewings

Best for high-value, unique properties or nervous sellers.

The Benefit: Allows you to build deep rapport and answer specific technical questions.

The Timing: Allow 30–45 minutes per slot.

Block Viewings (The "Open House")

Best for high-demand areas or smaller starter homes.

The Benefit: Creates "Social Proof." When viewers see others entering/leaving, it creates a sense of urgency and competition.

The Timing: Schedule 15-minute slots back-to-back over a 2-hour window.

3. The Professional Walkthrough

Don't just point at a kitchen and say "this is the kitchen." Follow this professional sequence:

The Greeting: Meet them at the door with a smile. Let them take their coats/shoes off comfortably.

The "Free Roam" Start: Give them 2 minutes to look at the main living area alone. It allows them to speak privately before you start the tour.

The Sequence: Start with the "Best Room" (usually the kitchen/diner), then move upstairs, finishing back downstairs in the garden or the best living space.

Feature-Benefit Selling: Instead of saying "It has a new boiler," say "The new boiler means your energy bills will be lower and you have a 5-year warranty."

4. Handling Difficult Questions

Be honest, but keep it positive. If asked "Why are you moving?", avoid saying "The neighbours are loud." Instead, use "We've outgrown the space" or "We're looking for a new project."

Never discuss price during the viewing. Always encourage a second viewing and then request offers be made in writing via email.

5. Closing the Viewing

End the tour by asking: "Could you see yourselves living here?" This invites them to voice any objections which you can then address immediately. Hand them a "**Property Fact Sheet**" (listing council tax, utility costs, EPC rating, broadband provision, local school info etc.) as they leave to keep your home top-of-mind.