

## Qualifying Buyers Before Viewings

When you sell via any online agent, you often act as your own "gatekeeper." This guide is designed to ensure you only open your front door to serious, motivated buyers, saving you from "property tourists" and those who aren't yet in a position to move.

In the UK market, a viewing isn't just a tour; it's a business appointment. Here is a summary of the "Pre-Viewing Interview" covered in your guide:

### 1. The Three Golden Questions

Before confirming a time, ask these three questions to establish the buyer's "Chain" status:

- **"What is your current position?"** (Are they first-time buyers, have they sold their home, or is their home not even on the market yet?)
- **"Is your current property under offer?"** If they have a house to sell but it isn't "Under Offer" (SSTC), they are effectively "non-proceedable" in a fast-moving market.
- **"Do you have an Agreement in Principle (AIP)?"** This confirms a lender has already vetted them for the necessary funds.

### 2. The "Proceedability" Hierarchy

Understanding where a buyer sits in the hierarchy helps you prioritise your weekend viewings:

1. **Cash Buyers:** (The Gold Standard) Have proof of funds and no chain.
2. **First-Time Buyers / Sold-and-Moved-Out:** No chain behind them; ready to move fast.
3. **Sold Subject to Contract (SSTC):** They have a buyer, but are part of a chain.
4. **On the Market:** Not yet proceedable.
5. **Not on the Market:** These are "Window Shoppers."

### 3. Identifying the "Property Tourist"

Look out for these red flags during your initial phone call or message:

- **Vague timelines:** "We're just seeing what's out there."
- **Lack of local knowledge:** Serious buyers usually know the school catchments and nearby amenities before they call you.
- **Unwillingness to provide details:** A serious buyer will be happy to prove they can afford your home.

### 4. Setting the Ground Rules

Once you are satisfied they are serious, set the stage for a successful viewing:

- **Confirm the "Who":** Ask who will be attending. This helps with security and knowing if decision-makers (like partners) are present.

- **The "Second Viewing" Rule:** Advise them that if they like the property, a second viewing is usually when they should bring their "expert" (parents, builders, etc.).

## 5. Safety and Security

As a DIY seller, your safety is paramount.

- **Verify Identity:** Ensure you have their full name, email and verified phone number.
- **Daylight Only:** Whenever possible, schedule viewings during daylight hours.
- **The "Follow-Up":** Let them know you will be following up for feedback 24 hours after the viewing. This filters out people who aren't prepared to engage in a professional manner.

By asking these questions upfront, you reduce the stress of selling and ensure that when you *do* tidy the house for a viewing, it is for someone who actually has the power to buy it.