

The Art of Giving and Requesting Good Feedback from Real Estate Showings

One of the most important services a listing agent can provide his or her seller is useful feedback from each showing — but he also has little control over getting buyers' agents to provide it.

What the listing agent can do, however, is to employ a showing service which has an effective and dependable system for requesting feedback from each showing agent.

The service which I — and the majority of Denver area brokerages — hire is Centralized Showing Service (CSS), a national firm which has several call centers across the country. Like RE/MAX Alliance and Coldwell Banker Residential Brokerage, my firm pays CSS to provide their service free to all my agents for all their listings, and it really makes a difference, including for getting feedback.

For \$35 per listing, CSS answers their phones 7 days/week,

8am to 8pm (6pm weekends), and I have never experienced a busy signal or long wait time.

What I like about CSS's feedback system is that it allows the listing agent to specify the wording and the number of times that the feedback request is sent if no response is received. The first request is sent at the end of the showing window, so that it is in

the agent's email inbox as soon as he/she returns from the showing.

The listing agent can specify whether to use a multiple choice "survey" format, or provide a box for the showing agent to provide free-form feedback. I much prefer the non-survey feedback, and think it serves the seller better. It's also friendlier to the showing agent.

A picture of the home is included with the feedback request, which can help the showing agent to

remember which home it was.

The listing agent can specify whether the seller should receive the feedback immediately or only after it is screened by the agent. I take the position that my clients can take whatever feedback is given and I don't want to slow down the release of that feedback to them. My sellers get the feedback simultaneously with me.

I firmly believe that it is the professional responsibility of every showing agent to give feedback, and email is always the best way. I think it's rude to call an agent before giving them a chance to respond by email. The wording of my email requests through CSS is "Please respond to this request so I don't have to bother you on your cell phone," which is effective.

Agents who use the multiple-choice request often ask if the price is low, high or just right. How can the agent or seller expect a useful or honest response? If

the showing agent is preparing an offer, do you think they'll tell you the price is right — or low? And if they're not preparing an offer, how can you expect them to do a mar-

ket analysis on your listing? As a buyer's agent, I wait for an expression of interest in buying a listing before I look at whether the price is high, low or reasonable.

CBI Gives Priority to Gun Checks

To be licensed as a real estate agent, mortgage broker, or many other professions, you have to pay for fingerprinting and then pay the Colorado Bureau of Investigation (CBI) \$39 to do a background check using those fingerprints.

However, when you purchase a gun, you pay the CBI nothing for the background check and — here's the kicker — the CBI gives you priority!

Right now there is a 3-4 month

wait for new real estate licensees because of the volume of gun background checks at the CBI. Is there a compelling public policy rationale for making people seeking employment wait behind those who want to purchase a gun?

Golden Real Estate has one such agent waiting for his CBI clearance so that the Division of Real Estate will issue his license to practice real estate. In Colorado, it's guns over bread and butter.

REAL ESTATE TODAY



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