



More Showings

DFW

More Feedback

More Efficient

817-858-0055

SELLER'S INFORMATION

What is CSS?

The **Centralized Showing Service (CSS™)** assists your REALTOR® in making your home easier to show for other REALTORS®. CSS provides one central phone number for all real estate agents in a market to schedule showing tours for their buyers. Having one phone number to call is far more convenient for other REALTORS® in the area. This convenience may result in more showings for you. CSS is quick and efficient. Therefore, agents prefer showing homes on CSS more than non-CSS homes. This efficiency helps get your home more showings. CSS is also open 33% longer than traditional real estate offices. Our hours are 8am - 8pm Monday through Saturday and 8am - 6pm on Sunday. Additional hours, better efficiency and more convenience may mean more showings and prospective buyers for you which can then turn into a *FASTER SALE*.

How Does CSS Work?

Basic Information

With CSS, there are three basic types of showings: **GO, COURTESY, APPOINTMENT REQUIRED**. The **GO** is used for vacant homes. **COURTESY** means we will call and leave a message about the appointment, but the agent is OK to show the property. **APPOINTMENT REQUIRED** means we have to get your (or your agent's) approval to let the buyer's agent show your home to a prospective buyer. Generally, homes that are **GO** or **COURTESY** get an average of one more showing per week than **APPOINTMENT REQUIRED** homes. (*More showings mean a faster sale!*)

When CSS Calls

If your home is a **COURTESY** call, CSS will leave a message on your answering machine or voice mail. Our representative should say, "Hi, this is (*representative's name*) from CSS calling on behalf of (*listing company's name*), to let you know that (*showing agent's name*) will be by between ___ and ___ (*time frame*) to show your home." Agents give us a time frame because their buyers may take a long time to look at different homes, or they may move very quickly. It is difficult for agents to pin down exactly when they will be at your particular home. If you want to keep track of who shows your home keep a pad and pencil by your phone.

When You Call CSS

You can call CSS when you need to cancel, reschedule, check on a showing or change showing instructions (verify with your agent what procedure they would like you to follow). When you call CSS, simply tell our representative that you are selling your home and give the CSS representative your address. They will then be able to quickly find your address and assist you. Don't be surprised that we ask for your last name right away when we answer the phone. As noted earlier, CSS is focused on being very fast and efficient. Ninety percent of our calls come from REALTORS®.

Scheduling Over 10 Million Showings a Year!

www.Showings.com

CSS SHOWING TIPS

Use A LockBox On Your Home.

Homes with lockboxes have almost 60% more showings than homes without lockboxes over the same period of time.

Use A Reliable Answering Machine.

An unreliable answering machine can mean missed notifications about showings. Make sure you check your answering machine on a regular basis.

Communicate With Others In Household About Showings.

Most problems with showings come from one person in the family not receiving notification about a showing from another member of the family. Be sure children and teenagers know the importance of relaying dates and times of showings to other members of the family.

Always Have Your Home Ready To Show (as best as you can).

This is probably the hardest to do. Keeping your home in good showing condition can not only improve the quality of each showing, but also reduces your stress. When CSS calls about an agent that has a buyer that is "in the area", you won't have to frantically try to clean up. For more specific tips on keeping your home in good showing form, visit: www.realtytimes.com/rtnews/rtcpages/20000628_showing.htm.

Be Prepared for "Drive-Up" Showings.

Realtors prepare tours for their buyers ahead of time. Often, however, their buyer will see a house for sale that was not on their tour. CSS makes it much easier for that REALTOR[®] to then schedule that showing appointment. Be aware that this may happen to you. Often these spontaneous showings are the ones that sell your home. CSS defines a "drive-up" showing as a REALTOR[®] requesting a showing appointment within 20 minutes of the scheduled show time.

Have One (or two) Primary Phone Number(s) To Call.

Having one phone number to call for notification or approval reduces the chances of problems with showings. We will call more than one number, but it can increase the number of problems that are associated with showings.

How to Potentially Increase Showings:

- Put your home on electronic lock box (if available)
- Allow showings whenever possible, even when your home is not in *perfect* showing condition or someone is asleep in one bedroom
- Try not to restrict showing times

How You Could Lose Showings:

- Rescheduling/declining showings
- Requiring advanced notice
- Restricting available showing times



CSS recognizes that selling your home can be a long, frustrating process. CSS, in conjunction with your REALTOR[®], is striving to make that process as quick and painless as possible.