

Yakima Association of REALTORS® (Board)
Multiple Listing Service (MLS)

Guidelines For Marketing and Showing Homes

1. Before showing a home, call for an appointment if the property is occupied unless the instructions on the listing in the book give you specific permission to show without calling. **UNDER NO CIRCUMSTANCES SHOW A RENTED HOUSE WITHOUT A PRIOR APPOINTMENT UNLESS PERMISSION TO DO SO IS STATED ON THE LISTING.**
2. If you have made an appointment and find you are unable to keep it, be sure to notify the owner or occupant at the very first opportunity.
3. Try to make your calls and show the property at reasonable times, neither early in the morning nor late in the evening.
4. If you show an occupied home when the occupants are absent and you were not able to reach them by phone prior to the showing, be **SURE** to leave your business card to indicate that you had shown the home.
5. If there is a keybox on the house, be sure to knock or ring the bell before using the key to enter.
6. **DO NOT ENTER A HOME WHILE IT IS BEING SHOWN BY ANOTHER REALTOR® UNDER ANY CIRCUMSTANCE.** If another salesperson's car is parked in the front, keep out. Entering a home with your customers while it is being shown is unethical and discourteous. Wait out front until your fellow REALTOR® is finished, or show your customer another house in the neighborhood until the first showing is finished.
7. Clean your feet before entering a home, and give your customer the opportunity to do likewise by example.
8. Refrain from smoking while showing a house, or when on inspection tour. This applies while the house is occupied or not. The smell lingers on, and the number of people who are non-smokers or allergic to cigarette smoke is growing.
9. **DO NOT USE THE BATHROOM.** In the event a customer uses the bathroom, be sure to check it before leaving the premises to make sure that it was left in a proper condition.
10. Try to keep the customer's children from handling personal effects in the home.
11. Watch for children who are sleeping to avoid, if possible, waking them. A crying baby after you are gone will win you no points with the parents.
12. Refrain from the use of profane or obscene language! Use courtesy and act the part of a guest in the house.
13. Leave all the doors exactly as they were upon entering, close all cabinet doors, **TURN OUT THE LIGHTS, LOCK THE DOORS** when leaving, watch for dogs and cats to be sure they are left exactly where they were when you arrived. Do not change or tamper with the heating or air conditioning thermostats.
14. On Limited Service Listings (LSCs), you **MUST** get the listing broker's permission to show or work on such a listing. The Broker **MUST** make arrangements with the seller so you may do so. You **DO NOT** have the degree of freedom in showing these properties that is true of properties listed in the Multiple. **YOU CANNOT WORK ON THIS TYPE OF LISTING WITHOUT AN OKAY FROM THE LISTING BROKER.**

15. Remember, while showing another broker's listing you should not knock the price or make disparaging remarks about the property or the listing in general. If you do, it generally gets back to the listing broker. Their listing is your listing while you are showing it. Treat it with respect.
16. This is also true while inspecting a home. Everyone present may not share your criticism. You are entitled to your opinion, but keep it to yourself. It does no one any good to knock another person's listing.
17. DO NOT SOLICIT LISTINGS OF ANOTHER BROKER UNTIL THEY ARE EXPIRED.
18. In any conversation you might have with the owner, either while inspecting or showing a property, use discretion in your remarks and inquiries. Remember that the owner is the client of the listing office and you are there only with the permission of the listing broker. If you need more information than is on the listing, call the agent, do not discuss it with the owner.
19. In listing a home, do not represent to the owners that they are listing their property WITH THE MLS. Make it clear that they are listing with YOU AND YOUR OFFICE. MLS is but one of your selling tools. The responsibility lies with you.
20. Do not interfere with or try to break up a pending sale that is not your own. Do not aggressively cut yourself in on someone else's deal. Do not indicate to the seller that it is immaterial who writes up the sale.
21. Your attire, neatness, attitude and introduction to the seller should be impressive. You are representing yourself, your firm and the real estate profession.
22. LEAVE YOUR CARD, AND WITH IT THE GOOD REPUTATION OF THE OFFICE YOU REPRESENT.
23. NEVER TURN A PROSPECT LOOSE WITH A FULL AGENT DISPLAY OF A LISTING, or even worse, with a copy of the MLS book.
24. NEVER allow ANYONE to use your password to access Voyager or Paragon or your KEY.
25. If you come across a missing key, key pouch or the door open on a listing, contact the listing agent.
26. Keep your own listings updated, e.g. change in occupancy or showing instructions.

Good luck, and be careful out there!