



TOURING HOMES LIKE A PRO

What smart buyers do differently
during home tours



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welcome

Buying a home is exciting and stepping inside a property is often where emotions take over.

What many buyers don't realize is that a home tour is more than just a walkthrough.

It's the beginning of negotiation.

Modern homes now include smart technology and features that make today's showings different than ever and how buyers react inside a home can influence how an offer is received.

That's where strategy comes in.

This guide helps you tour with awareness, confidence, and intention — so you protect your position while still enjoying the process.



MEET THE TEAM

With over 130 years of combined experience, our team knows how to navigate today's market with strategy and confidence. But what matters most is how we serve our clients: listening first, putting their needs above profits, and going the extra mile every step of the way.

When you work with us, you're supported by professionals who care deeply about protecting your interests and helping you reach your goals.





THE FIVE
MISTAKES
BUYERS MAKE



MISTAKE 1

GETTING EMOTIONALLY LOUD

“This is the one.”

“I LOVE this kitchen.”

“We have to get this house.”

Why It Matters

Excitement is natural but strong emotional reactions inside a home can signal attachment.

When sellers perceive that a buyer is emotionally committed, they may feel **less pressure** to negotiate on price, concessions, or repairs.

In short:

Emotion signals motivation.

Motivation weakens leverage.





SMART BUYER MOVE:

- ✔ Stay neutral inside the home
- ✔ Take mental notes
- ✔ Share reactions privately afterward

Enthusiasm is best saved for strategy conversations.



MISTAKE 2

TALKING ABOUT YOUR BUDGET OR URGENCY

“We’re approved up to...”

“We have to move fast.”

“We can go higher if needed.”

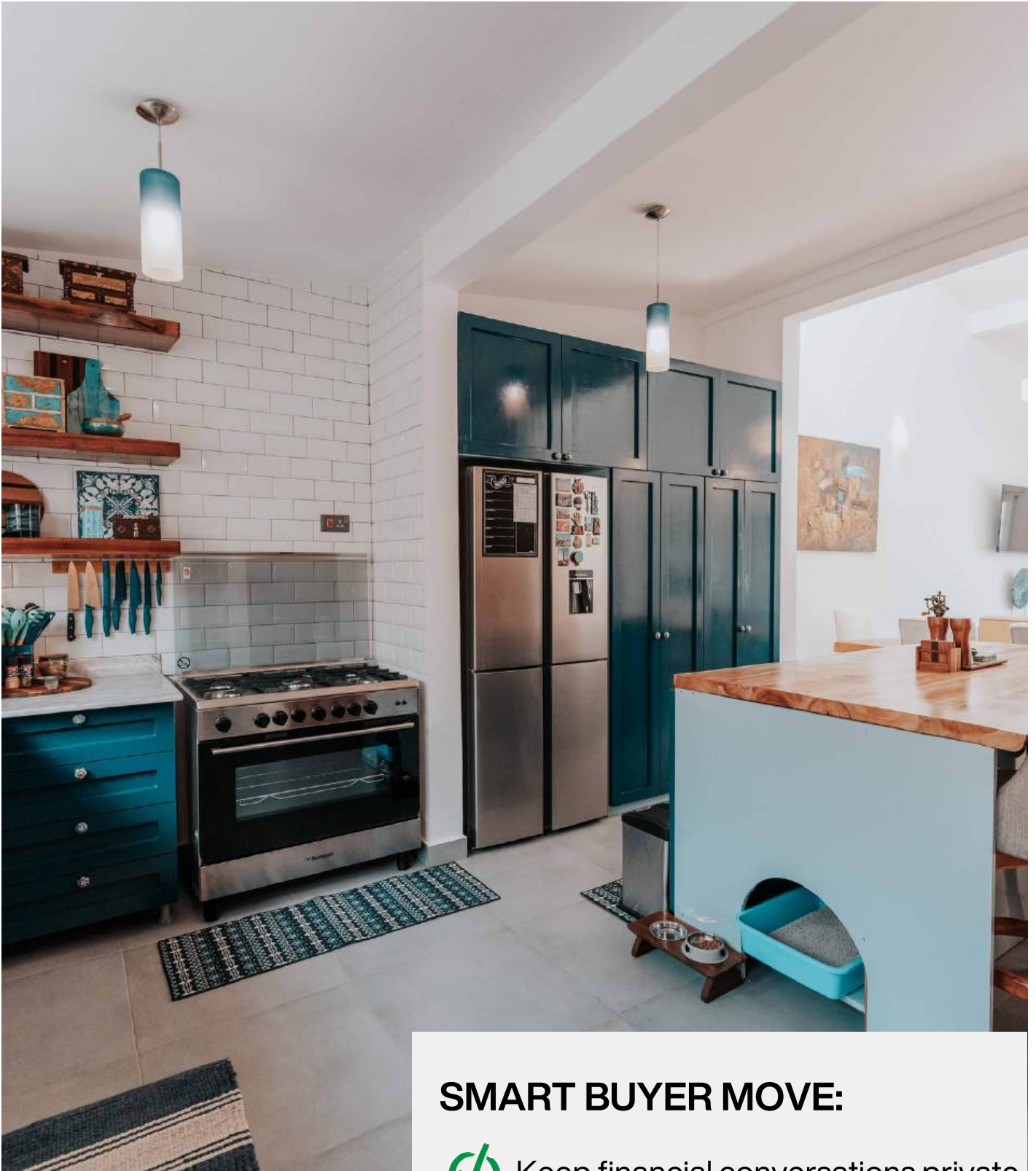
Why It Matters

Discussing finances or urgency inside a home can unintentionally reveal your negotiating position.

When sellers sense flexibility or pressure, they may feel less incentive to compromise — because they believe the buyer is already committed.

In short:

You’ve given away leverage before negotiations even begin.



Privacy protects negotiating power.

SMART BUYER MOVE:

- ✓ Keep financial conversations private
- ✓ Discuss timing outside the home
- ✓ Save strategy talk for later



MISTAKE 3

CRITICIZING THE SELLER PERSONALLY

“Why would they choose this paint?”

“This layout makes no sense.”

“They clearly didn’t maintain this.”



Why It Matters

Even casual criticism inside a home can feel personal to a seller. Real estate is emotional and when sellers feel insulted or defensive, negotiations can quickly become more difficult.

What starts as feedback can unintentionally create tension that impacts price discussions, repairs, or flexibility.

In short:

Personal reactions can complicate strategy.



SMART BUYER MOVE:

- ✔ Note concerns quietly
- ✔ Discuss feedback privately
- ✔ Let your agent communicate professionally

Keep negotiations professional, not personal.

MISTAKE 4

GIVING AWAY INTEREST THROUGH BODY LANGUAGE

Measuring walls for furniture
Lingering in one room

Whispering excitedly
Planning layouts out loud



Why It Matters

You don't have to say anything for interest to be communicated.

Visible excitement and planning behaviors can signal strong attachment to a seller — which may reduce their motivation to negotiate on price, repairs, or concessions.

Body language speaks louder than buyers realize.

In short:

Strong signals can weaken positioning.

SMART BUYER MOVE:

- ✔ Tour calmly and intentionally
- ✔ Observe more than you react
- ✔ Save planning conversations for later

Strategy isn't silent — it's intentional.



MISTAKE 5

ASSUMING “THEY’RE NOT WATCHING”

“That’s not a dealbreaker.”

“We can fix that.”

“I don’t mind the backyard.”

Why It Matters

Many buyers assume their comments and reactions stay private during a showing.

But modern homes and modern negotiations are more connected than ever. Casual remarks or visible reactions can unintentionally shape how an offer is perceived.

Even small signals can influence flexibility, pricing conversations, or seller expectations.

In short:

Assumptions can cost leverage.





SMART BUYER MOVE:

- ✔ Tour with awareness
- ✔ Keep commentary minimal inside
- ✔ Save strategy talk for private discussion



Awareness protects your position.



HOW WE HELP BUYERS WIN

Buying a home isn't just about finding the right property, it's about protecting your position from the moment you step inside.



We help buyers stay focused, communicate professionally, and negotiate from a position of strength, so emotion never overrides strategy.



Because winning in today's market isn't about being aggressive. It's about being prepared.



Buyers we work with benefit from:

- ✔ Strategic showing guidance
- ✔ Offer positioning expertise
- ✔ Professional negotiation support
- ✔ Repair and concession strategy
- ✔ Clear communication at every step



**TOUR SMARTER.
MOVE WITH
CONFIDENCE.**

Whether you're just beginning your search or preparing to step inside your next showing, thoughtful preparation protects your position and keeps decisions clear.

If you're ready to move forward with confidence, we're here to guide you — every step of the way.



**Schedule a Buyer
Strategy Session**

Clear guidance. Zero pressure.
Smart planning.

www.sallysellsmoore.com