FOR AGENTS WHO SHOW HOMES ALL DAY

How to answer a listing inquiry from property facts only

A 4 part first reply you fill in with your own listing facts, plus a property fact table that keeps the reply on the home.

> A good first reply thanks the person, confirms which listing they mean, answers from your listing facts and offers 2 showing times. Keep every line about the property. Leave the person and the neighborhood out of it.

THE REPLY IN 4 PARTS

What each part does

PART	WHAT IT DOES	WHAT YOU FILL IN
1. Thank them	Shows the inquiry reached a person	Their first name
2. Confirm the listing	Avoids a mix up between homes	The address as it shows on the MLS
3. Answer from facts	Gives them the detail they asked about	Facts from the listing sheet or MLS record
4. Offer 2 times	Makes the next step easy to say yes to	2 windows from your calendar

Before a private showing, check your state and brokerage rules on a written buyer agreement.

FILL IN SHEET

Your reply

THEIR FIRST NAME

LISTING ADDRESS

WHAT THEY ASKED

FACT THAT ANSWERS IT

SHOWING WINDOW 1

SHOWING WINDOW 2

Hi _____, thanks for asking about _____.

On your question: _____.

I can show it _____ or _____. Which works for you?

EXAMPLE WORDING ONLY

Swap in your own facts and times. Keep the channel the person used to reach you.

If the status changed: when the home is pending or sold, say so in the first line and offer to send similar active listings.

PROPERTY FACTS

Answer the question with the fact on record

IF THE INQUIRY ASKS ABOUT	ANSWER WITH THE FACT ON RECORD
The space	Bedroom and bath count with square footage, from the listing sheet or MLS record.
The condition	Updates and their dates, as stated in the seller disclosure.
The outside	Lot size and parking as listed.
The location	The address and a map link. Leave out descriptions of the area or the people who live there.
Schools or safety	Name the school district on record and link the official district or public data source. Let the buyer read it and decide. Do not describe an area by who lives there.
Whether the home is right for them	List the features on record and let the buyer decide what fits.
Showings and offers	Showing instructions and any offer date the seller set.

This table has not been reviewed by counsel or a brokerage, and it does not make any copy compliant. Federal Fair Housing law protects race, color, religion, sex, disability, familial status, and national origin. State and local law can add more classes. Your brokerage rules still apply. This guide is a writing aid and is not legal advice.

WHAT THIS SHEET LEAVES FOR YOU

You will write this again for the next inquiry.

PR MODE sets up an inquiry agent that matches the inquiry to the listing, pulls the facts you supplied and prepares the reply with 2 showing times. You approve it before it goes. Read every draft before you approve it. A draft is not a Fair Housing review, and PR MODE does not promise compliance. You and your brokerage decide what goes out. Read the realtor workflows.

PR MODE guide. prmode.ai/guide-listing-inquiry-reply-sheet