

Real estate showing feedback form

Use these 17 post-showing questions to ask buyers for feedback and turn the results into a smarter selling strategy.



Section 1: First impressions matter

What was your first reaction when you walked in the door?

Sniff test? Lighting? "Wow" factor? You'll know instantly if the vibe is off.

How did the home compare to others you've seen in this price range?

This reveals whether you're overpriced — or looking like a steal.

Was the curb appeal inviting or underwhelming?

Buyers start judging before they even open the door. Your lawn matters.

Section 2: Layout, features & flow

Did the layout work for your lifestyle or feel awkward?

A weird floor plan can be a silent deal-killer.

Were the room sizes and storage space what you expected?

Too cramped? Too open? Too many closets (just kidding — never happens).

Were there any features that stood out — in a good or bad way?

This helps you highlight the right things in your marketing.

Was anything missing that you were hoping to find in this home?

A second bathroom? Office space? That elusive mudroom?

Section 3: Price perception & motivation

Do you feel the home is priced fairly for what it offers?

Their gut answer gives you immediate pricing insight.

If the price were adjusted, would that change your level of interest?

Soft “no”s can turn into “maybes” with the right strategy.

Would you consider making an offer? If not, why?

The magic follow-up that reveals real objections.

Section 4: Presentation & marketing

Did the home look like the photos and marketing materials online?

Expectation vs. reality can make or break buyer trust.

Did the home feel clean and well-maintained?

Sometimes it's not the house — it's the housekeeping.

Did the virtual tour or floor plan help you before the showing?

If you're using tools like iGUIDE, this is a great moment to measure impact.

Was there anything that made you want to leave early?

Sometimes it's the smell of last night's takeout. Sometimes it's the neighbor's dog.

Section 5: Final thoughts & gut reactions

How would you describe this home to a friend?

This tells you what really stuck in their mind.

Did anything surprise you about the home — good or bad?

Surprises can reveal oversights or hidden selling points.

On a scale of 1–10, how would you rate this home overall?

Numbers never lie. But they do tell you when to follow up (or move on).