

# SOP Template: Buyer and Agent Communication

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Created by Tyler Speegle | Last updated May 25, 2023 4:37 PM

A step-by-step SOP for effective buyer and seller communication that enhances the client experience.

## 1 Initial Contact

- Respond promptly to inquiries from potential buyers and agents.
- Gather necessary information about their requirements and preferences.



## 2 Property Showings

- Schedule property showings at mutually convenient times.
- Provide clear instructions and directions to the property.

### 3 Offers and Negotiations

- Present offers to the seller promptly and accurately.
- Facilitate effective negotiations between the buyer and seller.

### 4 Documentation and Contract Management

- Prepare and review necessary documents, including purchase agreements and addendums.
- Ensure all parties understand and fulfill contractual obligations.

### 5 Inspection Coordination

- Coordinate inspections and provide access to the property.
- Communicate inspection results to the buyer and address any necessary negotiations.

### 6 Closing Preparation

- Assist in coordinating necessary documents and requirements for closing.
- Keep all parties informed of the progress and any potential issues.

### 7 Post-Closing Communication

- Follow up with buyers and agents after closing to ensure satisfaction.
- Offer assistance with any post-closing inquiries or concerns.

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