

A FREE GUIDE FROM TARAH FRIG

The *Value-First* Showings Playbook

How to stop driving buyers around and start turning every showing into proof of your value. This is the system I actually use in my own business: two folders, a few simple rules, and a different way of thinking about what a showing is for.

Inside this playbook

- **Know:** the three truths that change how you show homes
- **Do:** what to do before, during and after every showing, including my two-folder system
- **Become:** the agent buyers send their friends to

Why I'm sharing this

Every showing either proves your value or wastes your buyer's trust. Most of us were never taught the difference. This is the version I wish someone had handed me.

I am a REALTOR® with eXp Realty and team leader of Masterful Moves Realty Group in the Edmonton region. eXp University Instructor of the Year 2026. In 2023 I was the #1 agent in Canada on Houseful. In 2023 I was a Top 50 agent with eXp Realty Canada.

KNOW

Three truths before you unlock a door

- 1 **Price is only an issue in the absence of value.** If a buyer pushes back on your commission, the value conversation happened too late, or not at all. Showings are where that conversation lives.
- 2 **Pre-qualified is not pre-approved.** A pre-qualification is a basic estimate. A pre-approval is documented and lender-committed. Know the difference cold, but don't let paperwork gate your first showing.
- 3 **Every showing counts.** Every home you show either proves your value or spends your buyer's trust.

DO

Before you show

- **Their MLS search goes live before we ever get in the car.** They should feel the momentum before the first tour.
- **Pack both folders.** The client folder and your private agent folder. More on that below.

The two-folder system

Bring two folders to every showing. One is theirs. One is yours.

Folder 1: The client folder

What you hand your buyer. The homes you're seeing today, with room for their notes and their 1 to 10 rating on each one. It keeps them organized, and it shows them you came prepared.

Folder 2: Your private agent folder

Your notes. The details and data they can't get anywhere else. This is what lets you point out what they'd miss and ask better questions than they expect.

DO

During the showing

- **Point out what they'd miss.** Every showing is a value moment. If they could have seen it on their own, you haven't shown them anything yet.
- **Cap tours at 3 to 5 homes.** Past that, you're not building trust. You're building fatigue.
- **Rate every house, 1 to 10, right after you walk out.** It keeps the conversation honest and shows you where their heart actually is.

After the showing

- **Always be ready to write an offer.** When it's the one, you move that day.
- **If a client goes quiet, keep showing up.** Keep sending relevant listings with zero pressure. Some buyers convert years later. Follow-Through is the whole game.

BECOME

The agent they send their friends to

The goal was never one transaction. It's being the agent buyers don't just work with once. The one they send their friends to.

Your next showing, value-first

- MLS search live before the first tour
- Client folder and private agent folder packed
- 3 to 5 homes on the tour, no more
- 1 to 10 rating after every house
- Ready to write tonight if it's the one

Real estate Sherpas. Not just for the transaction. For life.

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Questions about anything in here? Message me. I read every one.