SELLER UPDATE REPORT

A short weekly update for a listing's seller. Fill in real numbers from your own records, and keep buyer details private.

Listing

Property address _____

Seller name(s) _____ **Report date** _____

Reporting period _____

Activity this period

Use counts from your own records, such as your listing page, MLS and showing schedule. Leave a cell blank if you do not have the figure.

Measure	This period	Last period	Notes

Suggested rows: listing page visits, online inquiries, showings, open house visitors, offers or written feedback.

Showing feedback

Summarize themes in neutral words, without buyer names or contact details. Example: Two visitors liked the kitchen and one mentioned the age of the roof.

_____

_____

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_____

What I did this period

- ☐ Shared the listing on social media
- ☐ Sent the listing to my contacts
- ☐ Held or scheduled an open house
- ☐ Updated photos or the description
- ☐ Followed up with buyers who inquired

Other _____

Market activity nearby

New listings, price changes and recent sales that affect this home. Stick to facts you have checked.

Recommendation and next steps

Say what you suggest and why, for example keeping the price, changing it, or adding marketing. Tie it to the activity above.

Seller questions to answer

Next update date

Agent name **Phone**

General guidance, not legal advice. Follow your brokerage's rules on what you may share with sellers.