SHOWCASE LISTING ENHANCEMENTS™

Expired Listings Step by Step System

Demonstrate the power of your Showcase Listing Enhancements™ Marketing System℠ to homeowners whose listing has expired

Before the listing expires:

1. Identify neighborhoods and appropriate price ranges to target for expired listings
2. Create a list of newly expired and/or soon to expire listings by searching in your MLS a few times each week
3. Go to REALTOR.com® enter the MLS ID in the *Search by MLS ID* on the home page. Review the online presentation of each property to see if the property is showcased by an agent or office
4. Identify expired listings that had been marketed with limited photos and print these listings in color
5. Print one of your current listings on REALTOR.com® that shows the additional photos, custom property description, virtual tour, listing video, your contact information, special message, etc.

After the listing expires:

6. After the listing expires, hand write a note (suggested text below) on your branded notepad
7. Use the letter on the next page to clearly demonstrate how you can get their home sold
8. Place the note, letter and printed listings in an envelope and drop in the mail or personally deliver to the homeowner

Dear Homeowner,

I noticed your home is no longer for sale. I also noticed the way it was marketed on the #1 real estate site on the Internet, REALTOR.com®.*

86% of buyers think photos and detailed descriptions are important when searching online and that is why I market homes online with 25 photos and detailed descriptions so your home will stand out and potentially be seen by more buyers. Take a look at the enclosed listing printed from REALTOR.com®.

I would like to meet with you and discuss how I can UPGRADE THE MARKETING of your home and get your home sold.

Please call me today at XXX-XXXX.

*comScore Media Metrix, April 2009

REALTOR.com® Marketing System
Marketing Letter or Email – Expired Listing

Instructions:
Copy the text below and paste into a new document in your own word processing program. Fill in the blanks, print it out on your own letterhead, and send it to your prospects.

Dear Home Seller(s),

I noticed that a real estate agent is no longer marketing your home.

I believe there is only one reason that properties fail to sell – marketing. Some real estate agents think the reason is due to price – but price is really just a part of marketing.

I am confident that we can upgrade the marketing of your property and get your home sold. In fact, as a member of the REALTOR.com® Marketing System, I believe that *[Insert Your Office Name]* and I are able to add an online dimension to the marketing of your home to get it sold faster and at an attractive price.

To do this, I ensure that all of my clients can benefit from an enhanced presence on the Internet's #1 real estate site,[1] REALTOR.com®, and the comprehensive REALTOR.com® Marketing System. These resources enable me to customize an online marketing strategy to fit your needs and make sure your property has unprecedented exposure. On REALTOR.com® alone, your property will stand out to the millions who are searching for homes. I also know that 86% of buyers find photos of your home very useful,[2] so I provide them with what they want to help turn online lookers into buyers for the homes I market.

REALTOR.com® is the perfect complement to my company's website *[Insert Web Address]*, as together they form the most high-impact online marketing system available for home sellers.

It's part of my commitment to market your home in the right way to the broadest possible audience of homebuyers 24 hours a day, 7 days a week. I invite you to visit my website at *[Insert Web Address]* to learn about my commitment to real estate marketing.

Or if you prefer, please call me at *[Insert Phone #]*. I'd be delighted to meet with you in person to demonstrate how I use the REALTOR.com® Marketing System and *[Insert Your Office Name]*'s expert marketing tactics to help get your home sold fast and for more.

Sincerely,
[Insert Your Name]
[Insert Your Office Name]

[1] comScore Media Metrix April 2009
[2] 2008 National Association of REALTORS® Profile of Home Buyers and Sellers

THE SAMPLE LETTER ABOVE CAN BE MODIFIED & CUSTOMIZED TO INCLUDE YOUR PERSONAL & COMPANY MESSAGING

Click here to download a customizable version of this Expired Listing Marketing Letter