<today's date>

Mrs. & Mrs. Smith
4140 Maple St
Small Town, CA 90210

Dear Mr. and Mrs. Smith:

Just a note to say I'm sorry your house didn't sell. Please don't be too discouraged. As you can see from the attached list, other homes in the neighborhood are selling. Why not you? Don't give up just because things didn't work out the first time. Sometimes it happens.

It's not too late to get it done right. There are plenty of qualified buyers willing to pay a full market value for a nice home like yours. This could be you:



Talk is cheap, I know**.** You are probably overwhelmed by the calls and letters from all the sales people claming "*I know why your home didn't sell*", and "*I'm a specialist*", or "*I have a marketing plan*"... and on and on. It can be pretty annoying.

Bottom line: Before you re-list with another agent, have them submit to you in writting **documented results** with names and phone numbers of their past sellers. I have enclosed a few for you. Give my clients a call and ask them if they were happy with my service. By the way, I met majority of them just like you – their house was listed and the listing had expired.

If you'd like to ask me a few questions – **no pressure, no hassle, no obligation** – just a friendly conversation about your plans, please give me call.

Sincerely,

John Realtor
Realty Service

P.S. You can reach me day or night at **310-555-1212** (cell).

<today's date>

Mrs. & Mrs. Smith
4140 Maple St
Small Town, CA 90210

Dear Mr. and Mrs. Smith:

Take the real estate quiz below. Which of the following excuses have you heard most often?

- Real estate market is too slow
- Interest rates are going up
- It's a slow time of the year
- The weather has been bad
- Nothing is selling
- There aren't many qualified buyers out there
- Your price is too high

Despite any or all of the excuses you may have had heard, your home can be one of the hottest listings on the market! It can be sold within a few weeks, and for a great price. The secret is in a different marketing program. So, let's start over.

I will be glad to put together a custom market evaluation and mail it to you. Please give me a call and we'll talk, even if you just have a question. Remember, I'm here to help.

Sincerely,

John Realtor
Realty Service

P.S. There is absolutely no obligation and no pressure. Just some interesting information you can use. You can reach me day or night at 310-555-1212 (cell).