<today's date>

Mrs. & Mrs. Jones
Seller's Address
Their City, State 55555

Dear Mr. and Mrs. Jones,

Check which of the following excuses you have heard most?

- ☑ The Real Estate Market is slow
- ☑ Mortgages are hard to get
- ☑ It's a bad time of the year to sell
- ☑ The weather has been awful
- ☑ 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,

Your name
Your Company

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 **YOUR** (cell).