<today's date>

Mrs. & Mrs. Smith
4140 Expired Lane
Small Town, NC 28405

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 just talk, I know**.** You are probably overwhelmed by the calls and letters from all the sales people claiming "*I know why your home didn't sell*", and "*I'm a specialist*", or "*I have a buyer*"... and on and on. It can be pretty annoying.

Bottom line: Before you re-list with another company, have them send you their marketing plan to get your home sold**.** I have enclosed ours for you, along with my resume. In today's market, the right agent with the right marketing tools and **the right attitude** makes all the difference.

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,

Your name
Your Realty Company

P.S. You can reach me day or night at **800-555-1212** (cell) **to receive a copy of my Four most important negotiation stages of the home selling process.**