Monday, February 08, 1999

Tom & Debbie Conner
8598 Harvest Home Drive
Mentor, OH 44060

Dear Tom & Debbie:

Well, now you've had a small taste of life on the housing market. We hope the experience proves to be brief! Let me make a couple of suggestions that may help to accelerate the sale.

1. Please let any professional Realtor who wants to show the house do so even with little notice! We'll do what we can to pre-arrange appointments with as much notice as possible, but it would be a shame to lose a chance at your best buyer of the moment because your house was just a little harder to see than another place on the market. Enclosed is a flyer, "***How to Prepare for a Showing in Ten Minutes or Less***", we thought you'd appreciate.

2. Help us merchandise your home. Take a quick tour of your own property trying to see anything a buyer would. Start out in front at the curb and work yourself all the way through. Look at EVERYTHING as if you are the buyer. Just like any other showroom, your home needs to appear in "perfect" condition everyday.

3. Don't let any prospective buyers in who come alone, regardless of what they tell you. Serious buyers almost always have a professional Realtor in tow. If they don't have a Realtor, call me immediately to schedule a personal showing for them. We're really great at "Show and Sell".

If you have any questions--ever--about how your marketing program is progressing, please never hesitate to call.

Your Realtors,

The Crockett Team
Lake County's Leaders
Smythe, Cramer Company