Monday, February 08, 1999

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

Dear Tom & Debbie:

We want you to know, that we are proud to have this chance to represent you in the sale of your property. We are certainly aware of the great numbers of Realtors in the area, and are pleased that you have placed your confidence and trust in The Crockett Team. To bring you up to date, following are a variety of activities we've had going on to promote the sale of your property:

1. Your property remains listed in the Northern Ohio Multiple Listing Service book and computer. This is the single most important point of exposure because virtually every real estate sales-person in town is able to receive this information daily.

2. Every salesperson at Smythe, Cramer Co. has been reminded of your listing. There's not a better group of active sales professionals to be found anywhere in the area.

3. The Crockett Team spends a considerable amount of money on direct and indirect sources of advertising and promotion every month. That's very expensive, but we do it to maximize the exposure of your property to the marketplace. We work hard to give the best comprehensive services to our clients.

4. Marcy, our Client Service Manager, will be calling all of the Realtors who have shown your property to find out what their buyers thought. We will always keep you informed of these comments, be it good news, bad news, or no news at all.

If you have any comments on marketing, advertising, or any part of the home selling process, we encourage your call. If we don't hear from you, of course, we will be in touch with you soon to update you again on our progress.

Your Realtors,

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