Solicitations for For Sale by Owner Listings
No Agent~

This is a short, effective letter. It grabs the reader's attention and states a common owner belief. Asking if the reader will talk to you to find out how to make more money from the sale of a home makes it hard to say no. When you call, you might say, ``>[Mr. Smith], I wrote you the other day and told you I would call. I asked whether you would talk with me if I show you how I could put more money in your pockets. I would like to show >[you and your spouse] how I will accomplish this. Will >[you and your spouse] be home >[tonight at 7:00 pm], or would >[8:00 pm] be more convenient?"

You are giving them a choice about when to talk, not whether they will talk with you. When you meet them, you can use strategies from Power Real Estate Listing (Chicago: Real Estate Education Company), to show the seller the financial benefits of listing with your office.~

>[Date]
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Dear > :

You probably know that

No Agent = No Commission

That seems like a good reason to try to sell without an agent except that ``no agent'' all too often means ``no sale.'' That explains why so many For Sale by Owner signs are replaced by agent signs.

I will call you in the next few days to show you not only the dangers of owner sales but also the positive benefits we can offer. If I show you how I can put more money in your pockets, will you want to talk with me?

Yours truly,
>

Enclosure: >[Card]~

Listing Solicitation Letters--General
Buyer/Seller Referral~

You could enclose the Free Market Analysis Certificate on page 24 with this letter.~