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]
>

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.~

>[Date]
>

Dear > :

Our mutual friend, >[Mary Hopkins], suggested that I contact you. As you may know, I >[found a new home for Mary / successfully helped Mary sell her home].

I will be calling you in the next few days to arrange a meeting with you to discuss >[your real estate needs / the marketing of your home]. >[I can even provide you with a free comparative market analysis.]

Yours truly,
>

Enclosure: >[Card]~

Listing Solicitation Letters--General
Listing Solicitation--Out-of-Town Owner~

The knowledge of an imminent call makes an owner consider the option of selling. This letter has greater effect if the property has vacancies, needs repair or has had recent evictions. You could enclose the Free Market Analysis Certificate on page 24 with this letter. If you are mailing a listing solicitation letter to someone who may have already listed his or her home, we recommend adding the following statement to the end of the letter: ``If you have already listed your home for sale with your broker, please disregard this letter.''~

>[Date]
>

Dear > :

As you undoubtedly know, owning property that is located far away from you can be a real hassle.

>[Right now, we are experiencing an exceptional market.] >[Despite current market conditions, we are selling property.] I believe that we can sell your >[three-bedroom home] in >[Midvale Heights] at an attractive price. In fact, we would be happy to prepare, without cost or obligation, a comparative market analysis to show you what you could expect to receive from a sale in the present market.

I will be calling you in the next few days to ascertain your interests in selling your property.

Yours truly,
>

Enclosure: >[Card]~

Personnel Letters
New or Prospective Real Estate Salesperson Solicitation~

Some states sell lists of names of applicants for licensing examinations, as well as lists of names of those who passed their examinations. Some license preparatory schools will also provide names of students.~

>[Date]
>

Dear > :

I understand you >[are currently enrolled in a real estate license preparatory course / have applied to take your real estate salesperson's examination / have recently passed your real estate salesperson's examination]. I wish you success, and I hope you find a career in real estate is as personally rewarding as it has been for many of us.

>[Clyde Realty] is looking for people who are sincerely seeking a career and not just a job. People who want professional growth so they can meet the needs of others. People with integrity and motivation.

If you feel your goals are compatible with ours, I would like to meet with you to discuss various career options and to let you learn about us as we learn about you.

>[Please call me for a personal appointment. / I will be contacting you in the next few days to arrange a personal meeting so you can learn more about a career with (Clyde Realty).]

Sincerely,~

Press Releases
New Owner~

A press release about a buyer is appropriate when the buyer has a distinguished or interesting background. Photos with captions should be included.

Always obtain the buyer's permission before publicizing a purchase.~

>[Retired Banker Chooses Meadowbrook]

Mr. and Mrs. > [Angus McCook] have recently purchased > [a new home on Clancy Lane in Meadowbrook]. > Mr. McCook was active in banking for 40 years, starting as a teller with the Midvale Bank and rising to the presidency of the Newport Banking Group, one of the largest bank holding companies in the state.]

> [Mr. and Mrs. McCook] indicated that they were attracted to Meadowbrook because of > [the choice of several outstanding golf courses, its general country atmosphere, and its proximity to the amenities of urban life]. The purchase was arranged through the > [Meadowbrook office of Clyde Realty].

Enclosure: Photo~

Servicing the Listing
Service Evaluation--to Seller After Sale~

Negative responses identify weaknesses so that greater effort can be expended in the future. Positive responses provide you with an excellent listing tool.~

>[Date]
>

Dear > :

To improve our service to sellers, we would appreciate very much if you would rate the services of >[Clyde Realty] in the sale of your home.

Seller Evaluation of >[Clyde Realty]

1. Do you feel that the listing agent understood your needs and concerns? Yes No

2. Do you feel that the listing agent accurately described the services we would provide? Yes No

3. Do you feel that the listing agent was realistic in his or her recommendations for listing price? Yes No

4. Did the listing agent make recommendations to you about the property, showings and open houses to increase the likelihood of a sale? Yes No

5. Do you feel that you were kept adequately informed about our efforts on your behalf as well as about what was happening in the market? Yes No

6. Do you feel that the agent was fair and honest in presenting the offer and in recommendations made? Yes No

7. During the time period between acceptance of the purchase of-fer and the closing, do you feel that you were kept adequately informed as to what was happening? Yes No

8. Would you recommend our firm to a friend who needed to sell his or her home? Yes No

9. Can we use your name as a satisfied seller or allow other owners to see your evaluation of >[Clyde Realty]? Yes No

10. Do you have any suggestions on how we can improve our service? Yes No

Please return this evaluation in the enclosed stamped envelope. Thank you for your time and consideration.

Yours truly,
>
John Jones
Broker, Clyde Realty~

Solicitations for For Sale by Owner Listings
Owners Who Have Homes for Rent~

>[Date]
>

Dear > :

Do You Really Want To Rent?

Consider these points:

Rental income seldom makes economic sense when compared to the likely sale price.

When you rent your home, you are placing a tenant in charge of a valuable asset. Consider the dangers of a careless tenant.

Let us show you how we can sell your home now and what you could expect to receive from a sale. We can furnish a computer-generated market analysis without any cost or obligation on your part.

I will be contacting you in the next few days to discuss the advantages that a sale offers you over renting.

Yours truly,
>

Enclosure: >[Card]~

Residential Buyer Solicitation
Person Contemplating Moving to the Area~

Sources for information about people moving to your area could be the local chamber of commerce, local school districts, personnel offices of local firms, other agents, etc. When you send inquiries to these potential sources, include a postage-paid addressed envelope.

If you do not receive a response within ten days, follow up the letter with a phone call.~

>[Date]
>

Dear > :

>[XYZ, Inc.] informed us that you may be moving to our community. I would like to offer my services to help you meet your housing needs.

I have included information on several of the properties currently available; however, if you would fill out the enclosed checklist, I will prepare housing information specific to your particular needs.

Yours truly,
>

Enclosures: >[Property information, Housing Needs Checklist]~

Business and Investment Buyer Solicitation
Adjoining Owner Solicitation~

This letter is a teaser. It creates urgency and a desire to know the price. This approach can be used for raw land, lots, farms and even income or investment property. A great many properties are sold to adjoining property owners.~

>[Date]
>

Dear > :

I have just listed the property at >[111 Midvale Lane] for sale. Since this property adjoins your property, we felt that you should have the first opportunity to purchase it. I am therefore notifying you before we advertise to the general public.

I am certain that you understand the advantage of owning this adjoining parcel. I will call you in the next few days to provide you with any specific information you might desire.

Yours truly,
>

Enclosure: >[Card]~