Date

Mrs. & Mrs. Smith

4140 Maple St

Small Town, CA 90210

Dear Mr. and Mrs. Smith:

Just a note to say that 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 cheap,** 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 marketing plan.*” It can be pretty annoying.

**Bottom line**: Before you re-list with another agent, have them submit to you in writing **documented results** with names and phone numbers of their past sellers. I have enclosed a few for you. Give my clients a call and ask them if they were happy with my service. By the way, I met majority of them just like you – their house was listed, and the listing expired.

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 a call.

Sincerely,

Darryl Davis

Power Agent Realty

P.S. You can reach me day or night at **555-1212** (cell).