Date

Mr. & Mrs. Smith

4140 Maple St

Small Town, CA 90210

Dear Mr. & Mrs. Smith:

**SOMETIMES THEY JUST DON’T SELL!**

We’ve been through it! You advertise, hold open houses, create flyers – all the things you’re supposed to do, and the property still doesn’t sell. The listing expires and you’re out considerable time and money.

There is a possibility we can help each other.

If you have a listing that is about to expire, and you have decided not to re-list the property, call me two days prior to the expiration date with the name, address, and telephone number of the client. Should I list and sell the property, I will pay you a 20% referral fee upon closing.

In addition, I will include you in the list of brokers to which I refer expired listings.

You might as well turn that expired listing into a referral fee!

I look forward to speaking with you in the near future!

Very truly yours,

Darryl Davis,

Broker, Owner