Mr. & Mrs. Smith

4140 Maple St

Small Town, CA 90210

Dear Mr. and Mrs. Smith:

I analyze expired listings almost every night. It helps me keep on top of the market, and also provides valuable lessons on why homes sell and why they don’t. After looking at the most recent expireds last night, I decided to look at some older ones and saw yours again.

Usually I can tell right away why a property didn’t sell, but with yours it’s not so obvious. In many cases, I’ve found that a simple oversight may have prevented the sale. And contrary to popular belief, it isn’t ALWAYS the price – even in this slow market.

If possible, I’d like to talk with you by phone – over better, in person – about how your home was marketed before it expired. That way, we can identify the weak or missing elements, and I’ll be able to demonstrate all the different means and methods I’ve developed to get homes sold in EVERY market. I look forward to hearing from you.

Sincerely,

Darryl Davis

Power Agent Realty

Exceeding Expectations… One Client at a Time.

P.S. Unlike many agents today, I don’t use pressure selling techniques and, in fact, I promise I won’t ask for the listing. At the very least, you’ll have a good idea of why your home didn’t sell and what will need to be done so that it does.

 