**DON’T MAKE THE SAME MISTAKES TWICE.**

**BE PREPARED!**

In the last few days, you have probably been inundated with phone calls, letters, packages and even videos. I am sure you must be asking yourself two very important questions:

1. Where were all of the agents when we had the home on the market?

2. How in the world do I choose between so many, and who is really telling the truth?

**May I suggest that when you meet with me and any others you may choose to interview that you ask these nine very critical questions?**

1. How long have you been licensed to sell real estate in New York and how much of that time have you been selling full-time?
2. How many homes did you personally sell in the last year? How many total sales since you have been licensed, not including the purchase or sale of your own homes?
3. How many listings do you have personally? (Not company listings.)
4. How many assistants do you have to service these listings and follow-up with buyers and escrows?
5. How many hours per day do you prospect for buyers and sellers?
6. Do you have a personal video that will show me exactly what your marketing plan is rather that one that home improvements on my behalf?
7. Will any other agents be handling the incoming buyer calls for my home?
8. Do you have a plan of action to market my home?
9. Do you have the names of 25 people whose homes you have listed that I could call as a reference? (This will really make some agents nervous.)

The answers to these questions will separate the quality agents from the rest. I think you’ll find that the experience and service you need can be found in one clear choice, One Stop Realty and the Davis Team!

IF YOU FEEL YOU NEED MORE INFORMATION PLEASE CALL MY OFFICE AND REQUEST OUR FREE VIDEO “SELLING YOUR HOME - A STEP BY STEP PROCESS”. It will tell you everything you need to know in order to sell your home quickly and for top dollar. It’s free but we have a limited supply so give us a call, now!

Sincerely,

Darryl Davis/Broker

One Stop Realty

P.S. Enclosed is my current inventory of homes and pending sales as well. In the last 90 days I have sold 14 homes. Five of them in less than 30 days!!

**YOUR COMPANY NAME …**

*(625 houses sold. Nobody else is even close)*

«Recipient\_Name»

«Recipient\_Address»

«City», «State» «Zip»

Dear Name,

Don’t listen to Chicken Little. The sky’s not falling. Your house should have sold. Others have in the area. I’ve sold a couple myself. There are buyers out there. Something else is wrong.

I do believe in a reality check. The market is the market. Banks won’t loan, agent’s wont list, and buyers won’t look if the value’s not there. But that’s what’s weird. Your price was in the correct range. So, I’m on your side.

Hang in there. Your plans to sell can still make sense. Maybe you have

to come at it from another direction. Sometimes that’s all it takes – a change.

Call me. You’ll get action. You’ll get results. You’ll get your price.

Sincerely,

Name

Company

Cell number