LISTING SURVIVAL KIT SERVICING LETTERS

## LETTER 1

Dear [Homeowner],

I would like to take this opportunity to thank you for hiring our office to market your home!

You have placed your trust and confidence in [YOUR NAME] and I want you to know that you will have the support of our entire team.

Be assured that we are committed to do whatever is in your best interest and we're excited about getting your property SOLD!

Sincerely,

[YOUR NAME]

## LETTER 2

Dear [Homeowner],

I would like to take this opportunity to thank you for hiring me to market your home. So that I may better serve you, I have a list of suggestions I give to all of my clients in order to help us market your property well.

·        Your front door gives a vital first impression. Please keep it clean, and perhaps give it a fresh coat of paint. Seasonal decor can dress it up nicely as well.

·        Clean and dress up windows with clean, bright window coverings.

·        Use attractive linens and bedding sets with attractive, decorative throw pillows.

·        If any minor renovations are necessary (especially the kitchen), do it now. Even a total of $100 on a fresh coat of paint may increase the selling price by as much as $1,000.

·        Keep all steps, stairways and halls free of obstacles.

·        Try to keep pets out of the way; they will distract or annoy potential buyers. Also, make sure your home is free of pet odors.

·        Turn off the radio or television while your house is being shown.

·        Keep all grounds, porches and garages tidy - rake any dead leaves, and keep walkways and driveways clear of snow and ice.

·        Never apologize for the appearance of any portion of your home. You may inadvertently point out a “problem” that would have gone unnoticed.

·        When the house is being held “open,” it is advisable for you to leave.

·        Keep the curtains and blinds open to let in as much natural sunlight as possible.

·        If possible, set the dining room table with good dishes and place settings — it gives a pleasant showroom effect.

·        Do not discuss anything concerning the actual sale with any potential buyers. It’s always in your best interest to communicate through your salespeople.

·        Have as few people as possible in the house during showings.

As I promised at the time you listed your home with me, I will exert every possible effort to get your house SOLD. At the end of two or three weeks, we will analyze the results of all the showings and inquiries. If, at that time, the response is not what was expected, we will have to discuss an adjustment relative to today’s market.

Again, thank you for selecting me to represent you in the sale of your home.

Sincerely*,*

[YOUR NAME]

## LETTER 3

Dear [Homeowner],

I have completed the listing agreement and sent it into the Multiple Listing Service. It, along with your listing photographs, are now live on the MLS and completely accessible by all real estate agents who subscribe to this service. Your listing has also been syndicated throughout the internet using a wide spectrum of services we subscribe to.

In addition, I have distributed a copy of the listing to each agent in our office. I will make sure to point out all the highlights at our next office meeting.

I appreciate your trust and confidence, and I promise to market your home with 100% effort and commitment.

Sincerely,

[YOUR NAME]

## LETTER 4

Dear [Homeowner],

Well, now you have had a small taste of life on the housing market. I know we all hope it remains a brief experience!

There are a couple of things I would like to remind you of.

Please do your best to permit any real estate agent who wants to see your house do so, even if it may be on short notice. Sometimes, an agent may be showing a buyer some other houses, and at the last minute decide your house would be perfect for them. It is important that we allow every buyer to see your house because we never know which one could result in a sale.

However, never allow a buyer to come in alone regardless of what they tell you. If they would like to see the house, or have any questions, tell them to call me.

Also, collect the business cards of other real estate agents who either show the house or preview it. I will call each of them periodically to get their reactions and that of their buyers. I will then pass that information on to you.

If you need to ask me anything about the marketing of your home, don’t hesitate to call me!

Sincerely,

[YOUR NAME]

## LETTER 5

Dear [Homeowner],

I wanted to touch base with you and keep you up to date on the marketing of your home.

I have sent a flyer to each of the neighbors in your area asking if they know of anyone who may be interested in buying into your area. The flyer explains that we have listed your home and that sometimes the best buyers are friends or relatives of the neighbors who might be interested in living closer to their friends and family.

I have also mentioned your home a number of times to various agents when they have called about some of my other listings. Anytime I hear someone mention a price within $10,000 of yours, I make sure to suggest your home too.

Also, if a buyer has stopped by your home without an agent, make sure you call me so I can follow up with them.

Sincerely,

[YOUR NAME]

## LETTER 6

Dear [Homeowner],

Sixty days ago, we put your house on the market and I think it is a good time for us to re-evaluate our marketing strategy.

History has taught us that the longer a house is on the market, the harder it is for it to sell. There are a couple of reasons for this:

·        Buyers and other agents may think there is something wrong with the house or someone would have bought it by now; and/ or

·        A house is like any other product – the longer it stays on the market, people become less interested in it.

I am not saying this to alarm you, but I do want to protect your interests. At this point, I would like to schedule a time when we can meet so we can put our heads together and discuss what we can do to increase our chances of selling your house.

I believe that together we can get the job done!

Sincerely,

[YOUR NAME]

## LETTER 7

Dear [Homeowner],

This is just a quick reminder that we have scheduled an “Open House” on  \_\_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_\_.

To make sure we maximize this opportunity, please have your house in the best possible shape, as you usually do. The first impression is an essential step in selling the buyer.

I have enclosed tips to assure that your house is presented at its very best!

If you have any questions about the Open House or the tips enclosed, please give me a call.

Sincerely,

[YOUR NAME]

## LETTER 8

Dear [Homeowner],

Thank you for allowing us to conduct the Open House at your home this past weekend.

We don’t always recommend doing an Open House on all the houses we are marketing, but I believe doing this for your house was worthwhile.

First Possible Paragraph: Even though we didn’t get a large turnout, we never know what may come out of it indirectly. For example, real estate agents showing houses in the neighborhood might be reminded of a buyer who would be a good fit and your neighbors might know of someone who is interested in living nearby! I'll monitor everything and keep you posted on any activity.

Second Possible Paragraph: The fact we received a large turnout proves my point. I will be following up with all of the potential buyers to see if anyone wants to take a second look. If no one does, do not be discouraged. As I had mentioned to you before, an Open House is not designed to sell a house, but to make the real estate community more aware of your home being on the market.

I will be in touch to coordinate when the next Open House will be, if needed. In the meantime, I can promise we will be doing the best we can to find that one buyer for you home.

If you should have any questions, please do not hesitate to call me.

Sincerely,

[YOUR NAME]

## LETTER 9

Dear [Homeowner],

I wanted to stay in touch with you and bring your attention to a couple of factors that will help influence the sale of your house.

Presentation: Make sure that the house is in “show condition" as much as possible. I know this can be difficult to ask of any homeowner, but your attention to detail could very well be the factor that helps get the home sold.

Accessibility: From time to time there may have been, and will continue to be, brokers who call at the last minute to show your house. It is very important for us that you allow them to show your house. I appreciate your flexibility!

Everything seems to be progressing and I look forward to the day that we get you moved into your new home. If there is anything you need from me in the interim, please do not hesitate to call.

Sincerely,

[YOUR NAME]

## LETTER 10

Dear [Homeowner],

More than ninety days ago, we put your house on the market, and I believe it is time for us to review our strategy once again.

Overall, the responses we have received have been positive. We have been getting buyers to see the house and agents have been asking me questions about your house, so there is activity there. But what concerns me is if the activity is there, why haven’t we sold it yet? This is what I would like for us to discuss when we meet.

Between now and then, I would like you to consider potential reasons why you feel your house has not sold yet.

My commitment has, and always will be, to provide you with the best possible service until my job is done.

Please contact me and we can arrange a convenient time for us to meet and discuss this.

Sincerely,

[YOUR NAME]

## LETTER 11

Dear [Homeowner],

I wish I had some great news; I wish I could say I have an offer on your home…but I cannot.

I will continue to advertise and talk about your home every chance I get. I am not discouraged, so don’t you be either.

You never know where the next buyer is going to come from. Sometimes when advertising isn’t working as well as it could, the buyer can come from a referral, or from a “For Sale” sign, or even from someone who is now renting.

In fact, currently we have over 50 rental properties in our office. I will talk to our rental department and see if there are any potential buyers for your home.

Just keeping you posted, I will let you know as soon as we find that buyer.

Sincerely,

[YOUR NAME]

## LETTER 12

Dear [Homeowner],

Just letting you know that I am still actively working to market and sell your home.

I have enclosed the latest ad. Please look over it and give me a call if you have any questions or suggestions.

The market is a little slow right now, but things seem to be picking up. It is a good sign that interest rates are on the decline. This will renew public interest in the real estate market in general and home purchasing in particular.

Remember to let me know if an agent shows your home so that I can follow up and encourage them to help us get it SOLD.

Sincerely,

[YOUR NAME]

## LETTER 13

Dear [Homeowner],

This is to give you an update as to what has been done so far in the marketing of your home.

·        Your house has been listed with the Multiple Listing Service, the best way to give your house the maximum exposure that it needs.

·        We have put up our highly visible and recognizable yard sign. This will help us in the event a potential buyer is driving around the neighborhood. They would surely call and inquire about it.

·        Each week at our sales meetings, I remind our sales team about your home and point out all the special features of the house.

·        To make a statement that a new house is on the market, we held a Broker’s Open House. This also enables us to get feedback from other brokers. My company has invested in advertising, mailings, calling, etc… to generate interest from buyers looking in our price range.

Up to this point, I believe we have done everything we possibly can, so now it is just a matter of time. If there is something I have missed, please let me know. I feel very confident that the house will sell shortly.

Sincerely,

[YOUR NAME]

## LETTER 14

Dear [Homeowner],

Recently, I’ve spoken to other agents who have showed your house and I have asked them all one question: “Why do you think this house hasn’t sold yet?” I received several different answers, but there was one common response: Price.

Now, before you get upset, let me just convey one point – I work for you! I only have your best interests in mind and so, therefore, I am obligated to tell you the truth, whether or and not it is what you want to hear.

Just think with me: if a house has been on the market as long as yours and we have not even gotten an offer, that tells us that the buyers that are looking at similar houses do not see the value in ours in comparison. Now there is one of two things we can do.

First, we can make some improvements to the house in order to justify our higher price range. My only concern is that this can take some considerable time and money.

Secondly, we can simply adjust the price to attract more buyers and become more competitive with the other houses that are selling.

Please give this some thought. I’m not saying we must do anything, but if the other real estate professionals are telling us this, we should probably listen to them.

If you think this makes sense, please call my office so we can discuss it further.

Sincerely,

[YOUR NAME]

## LETTER 15

Dear [Homeowner],

Throughout the past six months, many sellers have hired our company to market and sell their house – and we have done so successfully. I have been thinking of every possible way to do the same for you, yet the house is still on the market.

I suggest we sit down and take an overview of what has been done so far and what changes we may need to make. I am sure that by the end of our conversation, we can remove any obstacles that are remaining.

Sincerely,

[YOUR NAME]

## LETTER 16

Dear [Homeowner],

Just a quick note to keep in touch. Enclosed are copies of the latest \_\_\_\_\_\_\_\_\_\_\_\_.

Sincerely,

[YOUR NAME]

## LETTER 17

Dear [Homeowner],

Even though your house has not sold yet, I want to assure you that everything has been done to keep it visible on the market. For instance:

Advertising: Your house and similar houses have been advertised online, in flyers, in newspapers, and over social media on a regular basis to reach buyers who are searching for homes in our price range.

Promotion: Your house has been listed on MLS (which then feeds out to the various websites that buyers use to search for properties for sale) Any buyer, agent or broker who wants to find a house in our price range, it will come up online. Also, I’ve networked with other brokers by “talking” up your house to them.

We will continue to use all our resources to keep your house visible until a buyer is found.

Sincerely,

[YOUR NAME]

## LETTER 18

Dear [Homeowner],

I have talked to a couple of buyers about your home this week, and I wanted to update you on the situation.

Several people inquired about a different home and I’ve taken the opportunity to describe yours as well. Right now, I am not sure what they will buy or when.

I will stay in touch and keep you informed. In the meantime, if you have shown your home to someone, please remember to let me know. Thank you!

Sincerely,

[YOUR NAME]

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## LETTER 19

Dear [Homeowner],

Enclosed, you will find samples of the latest ads I’ve run on your home.

I try to emphasize the features that I think attracts the potential buyers. If you have some ideas on the wording, or believe that additional features should be mentioned, please call me. Sometimes a fresh new look at the ads helps me to be more effective!

I will continue to send you copies of the ads on your home and similar properties.

Sincerely,

[YOUR NAME]

## LETTER 20

Dear [Homeowner],

I want to thank you once again for the opportunity to work with you on the sale of your previous home.

If you don’t mind, I would love a few minutes of your time to give me your opinion of the service you received from my company and myself. It will help me to see what areas I best served you in, and to learn about those I should improve on.

I have enclosed a quick survey for you. Simply answer the questions and return it in the self-addressed envelope as soon as you can. This will help me to provide better service to my future clients.

If you have any real estate needs in the future, or know someone else who does, please do not hesitate to call me.

Sincerely,

[YOUR NAME]

**Your Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1) How did you hear about our company?

2) How would you rate my overall performance? 1 2 3 4 5 6 7 8 9 10

Poor………………………………...…. Excellent

3) How would you rate the overall performance of my office staff? 1 2 3 4 5 6 7 8 9 10

Poor………………………………...…. Excellent

4) What could we have done differently in the marketing of your house?

5) In your own words, please express your feelings about my performance.

6) May we use you as a reference in the future?

## LETTER 21

Dear [Homeowner],

I just received your evaluation and I want to take a moment to thank you. It is only when people like yourself take the time to give me their feedback that I can really know how I am responding to my client’s needs and concerns.

So once again, thank you for taking the time to give me the benefit of your thoughts.

With Warm Regards,

[YOUR NAME]

P.S. If you ever know of someone who is thinking about buying or selling real estate, I would appreciate your recommendation and a call to me so I can follow up.

## LETTER 22

*THIS LETTER SHOULD BE HANDWRITTEN IN AN ANNIVERSARY – TYPE CARD*

Dear [Homeowner],

Happy Anniversary!!! It has been a year since you moved into your new house. I certainly hope you are settled in and enjoying yourself!

With Warm Regards,

[YOUR NAME]