FSBO LETTER 04

Dear Hunna Hunna,

 As you can probably tell by now, my target marketing is a little more sophisticated than the average REALTOR®. This is my fourth letter to you already and I would suspect that most of my competitors have already given up on helping you sell your home. Here is a question to ask yourself: Right now, there are hundreds of real estate agents on our local real estate board, why have only a few contacted you?

 I believe the answer is simple. They don’t have a follow-up system. And without a follow-up system, it’s almost impossible to follow-up on the high number of buyers that inquire on your property.

 I am a home listing specialist, with a unique MLS system for distributing your property information to my buyers and every REALTOR® in the market place.

 What you may not be aware of when you list with me, I will create an ad for your new property, which will I will have widely syndicated. Then, I will test the ad until I get the best response. This generates a tremendous amount of buyer activity, which will lead to the sale of your property for the highest return on your investment. While some real estate agents will say advertising costs money, I believe advertising can make you money.

 Let’s get together at your convenience and create an ad that will get the phone ringing off the hook with qualified buyer inquiries. Give me a call today for a free market evaluation, so you can start packing!

Sincerely Yours,

# D

Darryl Davis

Your Real Estate Specialist

**P.S.** In the last 30 days, I have generated a lot of buyer inquiries from my direct response marketing program and one of those buyers many want to see your property right away.