FSBO LETTER 07

Hunna Hunna

1010 Umpty Umpty

New York, NY 12345

Dear Hunna Hunna,

This is just a follow-up to the recent letter I sent you concerning the sale of your property in LOCATION. I want you to know that I am excited about the prospect of working with you.

We have been fortunate to assist more than 1,000 families with their real estate needs, and we would love the opportunity to help you as well. Our track record speaks for itself…over 90% of our listings sell, and our average sale to list price is 98.7%. Since the Board of Realtors average is 95%, this means that it is likely that you will be putting more dollars into your pocket by working with us. (An additional 3.7% in purchase price times our average sales price of $500,000 means another $18,500!)

Another important statistic to note is that at YOUR COMPANY NAME, our average market time is 62 days faster than the Board of Realtors average – getting your property closed sooner adds even more value.

The goal of our team is to go all out for *every* client, *every* time. Our mission is to give such extraordinary service that our clients feel compelled to send us referrals. Referrals are the life blood of our business, and currently comprise over 75% of that business – from clients satisfied enough to use us again and recommend us to their friends.

If you have any questions or would like to discuss how our aggressive marketing plan can work for you, please call us at 555-555-5555. I look forward to hearing from you.

Sincerely Yours,

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Darryl Davis

Your Real Estate Specialist