LETTER 2

Dear Lucky,

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. These items will help us market your property.

1. Your front door gives a vital first impression. Be sure it is kept clean at all times.
2. Clean and “dress up” windows.
3. Use attractive bedspreads.
4. If any decoration is necessary (especially the kitchen), do it now. A total of $100 in paint may increase the selling price by as much as $1,000.
5. Keep all steps, stairways and halls free of obstacles.
6. Try to keep pets out of the way; they will only distract or annoy potential buyers.
7. Turn off the radio or television while your house is being shown.
8. Keep all grounds, porches and garages tidy.
9. Never apologize for the appearance of any portion of your home. You may point out a “problem” that would have gone unnoticed.
10. When the house is being held “open,” it is advisable for you to leave.
11. Keep the drapes and shades open to let the light in; it gives a cheerful effect.
12. If possible, leave the good china out on the dining room table—it gives a showroom effect.
13. Do not discuss anything concerning the actual sale with a prospect. Refer him to the salesperson; this is in your best interest.
14. 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 inquires. 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,

DARRYL DAVIS