LETTER 6

Dear Lucky,

Sixty days ago, we put your house on the market and I think it is a good time for us or 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
* 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 you can come into the office so we can put our heads together and discuss what we can do to increase our odds of selling your house.

I believe that together we can get the job done!

Sincerely,

DARRYL DAVIS