LETTER 13

Dear Lucky,

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 my salespeople 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,

DARRYL DAVIS