LETTER 14

Dear Lucky,

Recently, I have spoken to other agents who have showed your house and I have asked them all one question: *“Why do you think the Lucky’s house hasn’t sold yet?”* I received several different answers, but there was one common response: Price.

Now, before you get upset, let me just convey one point – I work for you! I only have your best interests in mind and so, therefore, I am obligated to tell you the truth, whether or and not it is what you want to hear.

Just think with me: if a house has been on the market as long as yours and we have not even gotten an offer, that tells us that the buyers that are looking at similar houses do not see the value in ours. Now there is one of two things we can do.

First, we can make some improvements to the house in order to justify our higher price range. My only concern is that this can take some considerable time and money.

Secondly, we can simply adjust the price to attract more buyers and become more competitive with the other houses that are selling.

Please give this some thought. I’m not saying we have to do anything, but if the other real estate professionals are telling us this, we should probably listen to them.

If you think this makes sense, please call my office so we can discuss it further.

Sincerely,

DARRYL DAVIS