LETTER 15

Dear Lucky,

Throughout the past six months, many sellers have hired our company to market and sell their house – and we have done so successfully. I have been thinking of every possible way to do the same for you, yet the house is still on the market. Now, either I have not done enough or your house has not been attractive enough for a buyer to purchase.

My concern is only for you. If it is all right with you that we keep the house on the market for as long as it has been, that is great. If not, then obviously something has to change. I once heard that the definition of insanity is to do the same thing over and over again expecting a different result.

I suggest we sit down and take an overview of what has been done so far and what changes we may need to make. I am sure that by the end of our conversation, we can remove any obstacles that are remaining.

Sincerely,

DARRYL DAVIS