LETTER 17

Dear Lucky,

Even though your house has not sold yet, I want to assure you that everything has been done to keep it visible on the market. For instance:

Advertising: Your house and similar houses have been advertised in the newspaper on a regular basis. The classified ads, however, account for only 20% of where buyers come from. So in addition to the newspaper, we also invest into other types of advertising, such as: direct mail flyers, internet ad, newsletters and much more.

Promotion: Your house has been printed in every Multiple Listing Book in the real estate community as well as being on the Multiple Listing computer. Any time a broker wants to find a house in our price range, it will come up on their computer. Also, I’ve networked with other brokers by “talking” up your house to them.

We will continue to use all of our resources to keep your house visible until a buyer is found.

Sincerely,

DARRYL DAVIS