**Post-listing Chase Letter /Email**

Hi (Insert Name),

Thank you again for the chance to speak with you and to put forward some ideas on the future sale of your home at (address)

As promised, please find below a summary of what we spoke about last night.

**Campaign Strategy Summary:**

-        5 week Auction Campaign or Private Sale

-        VIP open a week before we officially start for our database of buyers

-        Bring sales team through so that they can liaise with their buyers about the home

-        Utilise Asian department in our office and our overseas connections

-        Email, SMS and call buyer database

-        Have Chinese brochures on display at opens

-        2 agents at all opens

-        I will be your senior agent and as I will be doing all opens and call backs I would have built great relationships with buyers

-        SMS buyers within 7 minutes of leaving open and call within 11 hours

-        Comparable sales, contracts, rental appraisal, Chinese brochure all on display at opens so that buyers have all the information they need instantly.

**High Impact Marketing Strategy Summary:**

-        9x6 Photo board in front of home

-        “Premier Property” feature on [realestate.com.au](http://realestate.com.au)

-        “Highlight” feature on [domain.com.au](http://domain.com.au)

-        Professional photography by impress photography (They photographed some of the homes on channel 9s “The Block”)

-        Professional copy writing

-        Floor plan with dimensions of room sizes

-        Load home on multiple websites including [philipwebb.com.au](http://philipwebb.com.au) (Internet hit every 30 seconds) and [myfun.com](http://myfun.com) (Chinese website)

-        6 page brochures

-        Office window poster

-        2 weeks in the Leader newspaper to boost enquiry for the last two weeks of the campaign.

**Getting home ready:**

* General garden tidy up
* De-clutter internally and styled
* Please let me know when you would like Melissa my home stylist to contact you. This is free of charge and part of our service.

**Buyers:**

* I have checked our database and there are (insert number) buyers registered for homes suitable to yours.

**Price:**

* In the current market, I believe we will introduce buyers with a capacity to spend between $$$ to $$$ however with the competition I wouldn’t be surprised if it went higher.

When you are ready to have buyers inspect your home, it may be worth considering a “pre-marketing” effort as one of your options. This could mean a sale with no advertising charges or, at least, some valuable feedback on how your property compares with others in the eyes of the buyers.

At the end of the day, selling your property and achieving a great result is about reaching the maximum number of buyers, creating competition and having the time and skills to negotiate the best possible price. At (insert company) we have the profile, the people, the training and the track record to do just that on your behalf.

Of course, you may wish to discuss this at greater length and I would love the chance to speak with you again and perhaps go into more details on costs, timings and any other items.

So, until we speak again, I wish you all the very best.

**NB: This is just the core structure, and usually I add more and edit it to suit the client and home.**

Things you may add are:

* Trades to use
* Suggestions on improving the home
* Marketing schedule
* Comp sales
* Links to similar properties

This can be used as either an email or a letter.

If you do hand deliver it, sometimes I will attached it to small box of chocolates or biscuits.

If posted, always put a magnet in it.

All the best,

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| --- |
| **Robert Groeneveld**Senior Sales Consultant & Auctioneer, Licensed Estate Agent989 Doncaster Road, Doncaster East, Vic, 3109**T**          +61 3 9841 1042**M**         0404 881 634**E**          rgroeneveld@philipwebb.com.au [View my profile, video and client reviews](http://www.philipwebb.com.au/agents/robert-groeneveld/)  |
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